



GUARANTEED *Room Decoration* WITH HARMONY HOUSE WALL COVERINGS

GUARANTEED

100% of the patterns are SUNFAST for 3 years. 6 2 4

GUARANTEED

90% of the patterns are WASHABLE for 3 years. 5

GUARANTEED

80% of the patterns with HARMONY HOUSE
"Go-Together" Colors. 9 7 3, 4 5

GUARANTEED

Easier application with our larger assortment of pre-trimmed and pre-pasted papers.

GUARANTEED

Substantial savings on room decoration, when you DO IT YOURSELF—the SEARS way.

GUARANTEED

Satisfaction or Your Money Back.

SEARS WALLPAPER and Wall Oilcloth

INCLUDE

84 actual samples and 197 listings . . . of which 146 are Pre-Trimmed (for lap seam) and 41 are both Pre-Trimmed (for lap seam) and Pre-Pasted.

SEARS, ROEBUCK AND CO.

Distributors of Fine Decorating Wall Coverings

Sears Pre-Trimmed, Pre-Pasted Wallpaper

Guaranteed to be sunfast, washable for 3 years—many smart Harmony House patterns to choose from—and you can Do-it-yourself with a Pre-pasted Dispenser

QUEEN'S ROSE. Large, beautiful roses to brighten the walls of your bedroom, powder room, dining room or hall. White background "lights up" entire room; makes it more lively, more livable. Goes wonderfully well with traditional motif. *Pre-Pasted.*

53 C 05849—White background. Double Roll..... **\$1.60**
53 C 055849—Border, yard.... **7c**

NASHVILLE. The delicate yellow flower on an intricate, finely shaded design makes an excellent backdrop for your fine traditional or modern furnishings. Here's just the design for enchanting redecorating—a lovely pattern you'll cherish. *Pre-Pasted.*

53 C 05863—Gray green background. Double Roll..... **\$1.60**
53 C 055863—Border, yard.... **7c**

APPALACHIAN SPRING. Softly shaded pink and white flowers enhance this Harmony House Smoke gray background. Done in delightfully different design with modern look. Freshens any bedroom, hall, or downstairs room. *Pre-Pasted.*

53 C 05837—HH Smoke gray background. Double Roll..... **\$1.90**
53 C 055830—Border, yard.... **8c**

SEA GARDEN. Brightly colored fish swimming underwater. Harmony House Mint green or black. Green background is Plastic coated. *Pre-Pasted.*

53 C 05859—HH Mint green background. Double Roll..... **\$1.60**
53 C 055859—Green Border, yd. **7c**
53 C 05842—Black (Not Plastic coated). Double Roll..... **\$1.90**
53 C 055842—Border, yard.... **8c**

NOTE: Shipping weight of Double Rolls listed on this page, 2 pounds 8 ounces; borders, 1 ounce per yard.

BRICK WALL. Makes an excellent background for bright, perky patterns in curtains, gay wall hangings, etc. Especially effective when used in combination with floral or scenic designs. Use it in your kitchen, playrooms, den or hallways. *Pre-Pasted.*

53 C 05807—Brick colored. Double Roll..... **\$1.60**
53 C 055807—Border, yard.... **7c**

TULIP TIME. Charming little Dutch boys and girls to perk up your bathroom, nursery or bedroom. These happy little children at play will cheer up any room you may choose to put them in. Your little ones will be especially fond of them. *Pre-Pasted.*

53 C 05872—HH Sunshine yellow. Double Roll..... **\$1.40**
53 C 055872—Border, yard.... **7c**

FRONTIER. Your son's room will be the envy of the neighborhood with this pictorial pattern full of Mounties and Indians. A real room freshener with its reds, greens, yellows on a cool beige background. Perfect for play rooms, dens, too. *Pre-Pasted.*

53 C 05810—HH Parchment beige background. Double Roll.... **\$1.40**
53 C 055810—Border, yard.... **7c**

Roll Sears Pre-pasted Wallpaper Right Onto Your Walls...

SEARS DO-IT-YOURSELF DISPENSER

with Pre-Pasted, Pre-Trimmed Wallpaper makes wallpapering a cinch—even if you've never done it before. Dispenser is included FREE with every order of 5 double rolls or more of Sears Pre-Pasted Wallpaper... See Page 71 for all the details on how to order and use Sears Dispenser.

PACIFIC GARDEN. Textured pattern for any room, brings out to the fullest advantage furnishings in modern or traditional. Gives your home a sweeping, spacious air. For effective color scheme use HH Dawn gray. *Pre-Pasted.*

53 C 05804—HH Tuscan wine and HH Dawn gray. Double Roll... **\$1.20**
53 C 053877—Border, yard.... **7c**

EAST VIEW. Bamboo lattice work with gay climbing vines twining over them. Gives a real feeling of open, spacious living to any room you use it in. Especially appropriate for kitchen, bathroom and halls. Plastic coated for extra washability. *Pre-Pasted.*

53 C 05839—White background. Double Roll..... **\$1.90**
53 C 051860—Border, yard.... **8c**

HARMONIZING CEILING PAPER. Not illustrated. A white ceiling paper to blend with any sidewall pattern. Pre-trimmed, pre-pasted; sunfast and washable.

53 C 05009—Double Roll... **\$1.20**

ALL DOUBLE ROLLS ON THIS PAGE ARE 18 INCHES WIDE AND 16 YARDS LONG.

Page 2 Copyright 1954 by Sears, Roebuck and Co. Printed in U. S. A. 554

We cannot guarantee prices in this catalog after December 31, 1955.



Pre-Pasted

and

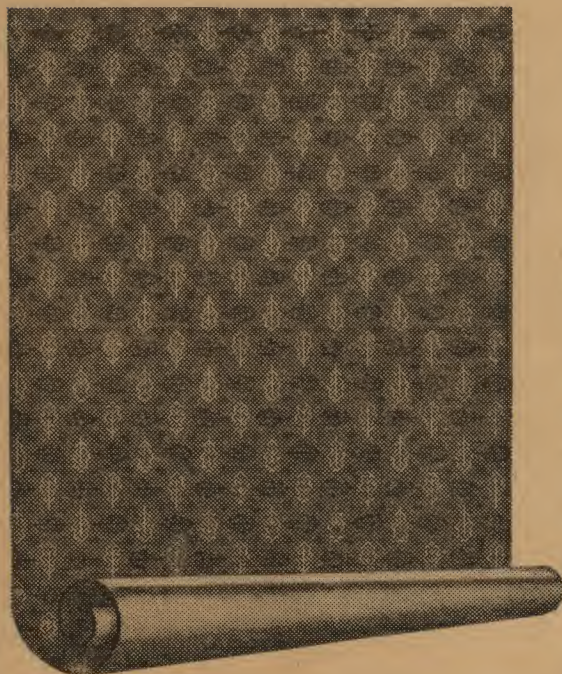
Pre-Trimmed
FOR LAP SEAM

—for easiest hanging

GUARANTEED SUNFAST

• WASHABLE

• "DO-IT-YOURSELF" DISPENSER



'OAK RIDGE'

PROVINCIAL TREATMENT OF MODERN
STYLIZED OAK LEAF DESIGN

Sold Only
In Double
Rolls

80c

Sold Only
In Double
Rolls

95c

Regular . . . Single Roll 8 Yards

Pre-Pasted Single Roll 8 Yards

Dramatic in its simplicity . . . a small "all-over" pattern to make your room look larger and more airy. You'll love the excellent backdrop it provides for modern or provincial furnishings . . . feel right at home with the rich Harmony House colors. Pick the one best for you. In both Pre-pasted and Regular—heavy-weight, pre-trimmed. Wonderful for downstairs rooms . . . goes well in bedroom or hall, too.

PRE-PASTED BORDERS TO MATCH

Med. blue. 53 C 055832 . . Pre-Pasted
Harmony House Smoke gray. 53 C 055830 . . Pre-Pasted
Harmony House Sage green. 53 C 055833 . . Pre-Pasted
2½ in. wide. Shipping weight per yard 1 ounce . . per
yard. 8c

REGULAR BORDERS TO MATCH

H. H. Parchment beige. 53 C 055126 . . Regular
Harmony House Smoke gray. . . 53 C 055120 . . Regular
Harmony House Sage green. . . 53 C 055119 . . Regular
2½ in. wide. Shpg. wt. per yard 1 oz. per yard 7c

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 9.12	\$10.78
12x14 ft.	6	3	20	11.00	13.00
14x16 ft.	7	4	24	12.88	15.22

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Pre-Pasted and Pre-Trimmed for easiest hanging

Dispenser described on page 71 included with each purchase of 5 double rolls or more of Pre-Pasted.

See actual sample on opposite side.

Medium blue. Pre-Pasted 53 C 05884

Harmony House Smoke gray. Pre-Pasted . . . 53 C 05883

Harmony House Sage green. Pre-Pasted . . . 53 C 05885

See actual samples on other side. All are sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz. \$1.90

Regular Pre-Trimmed. (Not Pre-Pasted)

Harmony House Parchment beige (not shown) . . 53 C 05126

Harmony House Smoke gray—(See sample) . . 53 C 05120

Harmony House Sage green—(See sample) . . 53 C 05119

Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz. \$1.60

HARMONIZING CEILING PAPER

Double roll 16 yards long and 18 inches wide. Not shown. Shipping weight 2 pounds 8 ounces.

53 C 05009—Pre-Pasted. White. \$1.20

53 C 03010—Regular Embossed. White. 88c





and



—for easiest hanging

GUARANTEED SUNFAST

• WASHABLE

• "DO-IT-YOURSELF" DISPENSER



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Excellent	Good	Suitable		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$13.18	\$10.78
12x14 ft.	6	3	20	16.60	13.00
14x16 ft.	7	4	24	20.02	15.22

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 4 • Sidewall sample 53 C 05808 • Sears, Roebuck and Co. 555

'BASKET WEAVE'

PRE-PASTED . . . CHEERFUL AS SUNSHINE
FOR OUTDOOR FRESHNESS INDOORS

Sold Only
In Double
Rolls

80c

Regular Single Roll 8 Yards

Sold Only
In Double
Rolls

95c

Pre-Pasted Single Roll 8 Yards

Cool, green vines trailing on basket weave background, brings a breath of outdoors right into your kitchen or dinette. Blends beautifully with your modern or provincial furnishings. Choose the Harmony House Sunshine yellow—pre-pasted and pre-trimmed. Or for even more ease of cleaning, pick the plastic coated with white background . . . especially wonderful in the kitchen. Wash with ease. Note 53 C 05808 is not plastic coated.

HARMONY HOUSE SIDEWALL PAPER

Your Choice . . . Regular or Pre-Pasted

Harmony House Sunshine yellow—Not plastic coated.

Pre-pasted . . . 53 C 05808—See actual sample on other side. Sunfast and washable. Sears Dispenser . . . included with 5 double rolls or more of Pre-Pasted. Double roll 16 yds. long, 18 inches wide. Pre-trimmed. Shpg. wt. 2 lbs. 8 oz. . . \$1.90

White background. PLASTIC COATED. Not Pre-Pasted. Regular . . . 53 C 05703—Pre-Trimmed. Wt. 2 lbs. 8 oz. \$1.60

HARMONY HOUSE BORDER TO MATCH

Harmony House Sunshine yellow—2½ wide. Pre-Pasted.

53 C 055808—Shpg. wt. per yard, 1 oz. . . . per yard 8c

White. Plastic Coated. 2½ in. wide.

53 C 055703—Shpg. wt. per yard, 1 oz. . . . per yard 7c

WHITE CEILING PAPER

Pre-Pasted . . . 53 C 05009—Pre-pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . \$1.20

White. Plastic Coated . . . 53 C 03029 Wt. 2 lbs. 8 oz. . . 88c

For Tools and Supplies, see pages 72-73.



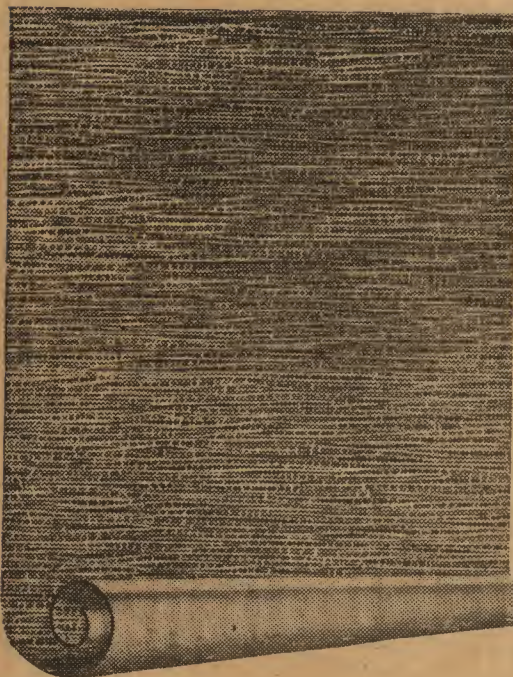
Pre-Pasted

and

Pre-Trimmed
FOR LAP SEAM

—for easiest hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'GRASS CLOTH'

FASHION'S FAVORITE BACKGROUND . . .
YOUR CHOICE OF FOUR COLORS

Sold Only
In Double
Rolls

70c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

95c

Pre-Pasted Single Roll 8 Yards

Delightfully different . . . gives the newest textured touch and smart effect of real grasscloth. Whether you decorate in the modern manner or prefer the provincial, you'll find 'GRASS CLOTH' the perfect wall pattern. Most effective . . . gives you freedom to exercise your decorative artistry in pattern and color. In regular pre-trimmed, or Pre-Pasted.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 8.12	\$10.78
12x14 ft.	6	3	20	9.80	13.00
14x16 ft.	7	4	24	11.48	15.22

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS Your choice . . . Regular or Pre-Pasted

Pre-Pasted. Harmony House Parchment beige.	53 C 05831
Pre-Pasted. Harmony House Sage green.	53 C 05833
Pre-Pasted. Harmony House Smoke gray.	53 C 05830
Pre-Pasted. Light blue, (Not sampled).	53 C 05832
Has all of the features of the sampled pattern PLUS pre-pasting for easiest hanging, known. PLUS Dispenser with 5 double rolls of Pre-Pasted. See page 71 for Dispenser. Double roll 16 yards long and 18 inches wide.	
Shpg. wt. 2 lbs. 8 oz.	\$1.90
Regular. Harmony House Parchment beige.	53 C 05136
Regular. Harmony House Sage green.	53 C 05138
Regular. Harmony House Smoke gray.	53 C 05135
Regular. Light blue (Not illustrated).	53 C 05137
See actual sample on other side. All are sunfast and washable. Double roll 16 yards long and 18 inches wide. Shpg. wt. 2 lbs. 8 oz.	
	\$1.40

HARMONY HOUSE BORDERS TO MATCH

All are 2½ inches wide. Regular or Pre-Pasted

Regular. Harmony House Parchment beige.	53 C 055136
Regular. Harmony House Sage green.	53 C 055138
Regular. Harmony House Smoke gray.	53 C 055135
Regular. Light blue (Not illustrated).	53 C 055137
Shipping weight per yard, 1 oz.	Per yard 7c
Pre-Pasted. Harmony House Parchment beige.	53 C 055831
Pre-Pasted. Harmony House Sage green.	53 C 055833
Pre-Pasted. Harmony House Smoke gray.	53 C 055830
Pre-Pasted. Light blue (Not illustrated).	53 C 055832
Shipping weight per yard, 1 oz.	8c

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—Pre-Pasted for easier application with Dispenser. Double roll 16 yards long, 18 inches wide. White.	
Shipping weight 2 lbs. 8 oz.	\$1.20
White . . . 53 C 03010—Not shown. Double roll	
16 yds. long, 18 in. wide. Embossed. Shpg. wt. 2 lbs. 6 oz.	88c



Pre-Pasted

and

Pre-Trimmed
FOR LAP SEAM

—for easiest hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent		Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 8.12	\$10.78
12x14 ft.	6	3	20	9.80	13.00
14x16 ft.	7	4	24	11.48	15.22

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'Early New England'

FRIENDLY SCENES OF YESTERYEAR.
PRETTY, PROVINCIAL AND POPULAR

Sold Only
In Double
Rolls

70c

Sold Only
In Double
Rolls

95c

Regular . . . Single Roll 8 Yards

Pre-Pasted Single Roll 8 Yards

Give your furniture new distinction—add interest to your room. The early New England scenes are so attractive with Provincial and Traditional furnishings. Mellow greens and wine on gray or beige background are soft, pleasing. As a companion paper for adjoining room or hall, try 'GRASSCLOTH' on page 5. The colors and "feel" harmonize to make a wonderful downstairs combination. With Harmony House Dawn gray background, you can choose between regular pre-trimmed, or easy-to-hang pre-pasted and pre-trimmed form. Parchment beige not pre-pasted.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Pre-pasted . . . 53 C 05838—HH Dawn gray—Has all of the features of the sampled pattern PLUS pre-pasting. "Do-it-yourself" Dispenser included with each order for 5 double rolls or more. See page 71. Double roll 16 yds. long and 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . \$1.90
Regular—Harmony House Dawn gray . . . 53 C 05188—See actual sample on other side.

HH Parchment beige (not shown) . . . 53 C 05189
Sunfast and Washable. Embossed. Double roll 16 yards long, 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . \$1.40

HARMONY HOUSE BORDERS TO MATCH

Harmony House Dawn gray—Pre-Pasted. 2½ in. wide.
53 C 055838—Shpg. wt. per yd., 1 oz. per yard 8c
Regular. 2½ inches wide. Shpg. wt. per yd., 1 oz.
53 C 055188—Harmony House Dawn gray.
53 C 055189—HH Parchment beige. per yard 7c

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—Pre-Pasted. Double roll 16 yds. 18 inches wide. Shipping weight 2 lbs. 8 oz. . . \$1.20
Regular White . . . 53 C 03010—Not shown. Double roll 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. . . 88c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM
GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	NURSERY	BATH	HALL OR STAIRWAY
		Excellent	Good		

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$4.86	\$6.42
12x14 ft.	6	3	20	5.88	7.76
14x16 ft.	7	4	24	6.90	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'SUSANA'

**FOR THE SPARKLING BEDROOM SO
 IMPORTANT TO THE TEEN-AGER**

Sold Only
 In Double
 Rolls

39c

"Regular" Single Roll 8 Yards

Sold Only
 In Double
 Rolls

53c

Pre-Pasted Single Roll 8 Yards

Soft, shimmering Harmony House Horizon blue background. It's wonderful for the small bedroom where the dainty, overall pattern and soft pastel color gives an effect of spaciousness. Picture it with crisp white curtains at the windows and a dressing table with matching white skirt for her personal belongings. Also in HH Tuscan pink in easier-than-ever-to-hang Pre-Pasted form, listed below.

HARMONY HOUSE SIDEWALL PAPER

Your choice . . . Regular or Pre-Pasted

Harmony House Color: Horizon blue... Regular—53 C 05325. See actual sample on other side.

HH Mint green . . . Regular—53 C 05329. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 pounds.....78c

HARMONY HOUSE BORDER TO MATCH

Harmony House Horizon blue... 53 C 055325—2¼ in. wide.

Harmony House Mint green... 53 C 055329

Shipping weight per yard 1 ounce.....per yard 6c

HARMONIZING CEILING PAPER

53 C 03030—Not Pre-pasted. Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds.....78c

**'SUSANA' in Tuscan pink or Horizon blue
 —PRE-PASTED SIDEWALL PAPER**

HH Tuscan pink . . . Pre-pasted 53 C 05806

HH Horizon blue . . . Pre-pasted 53 C 05805

Identical with 53 C 05325, above, but Pre-Pasted for easiest hanging.

Shipping weight 2 lbs. 8 oz. . . Per double roll \$1.06

PRE-PASTED BORDER TO MATCH

HH Tuscan pink . . . 53 C 055806—2¼ inches wide.

HH Horizon blue . . . 53 C 055805

Shipping weight per yard 1 ounce.....Yard 7c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • "DO-IT-YOURSELF" DISPENSER



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.52	\$ 7.12
12x14 ft.	6	3	20	12.20	8.60
14x16 ft.	7	4	24	14.88	10.08

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'PATRICIA'

CHOICE OF TWO COLORS . . .
ESPECIALLY PRETTY IN A BEDROOM

Sold Only
In Double
Rolls

60c

Pre-Pasted Single Roll 8 Yards

Small rooms appear larger wherever you use this dainty floral with its gay, bright flowers on cool Harmony House Smoke gray background. Brings cheer and color to even the smallest bedroom, dining room or hall; highlights your favorite provincial, colonial or traditional furniture. Use the rose colors in a rug or curtain, or in small accents around the room and see the difference it will make . . . the quiet, restful air radiating warmth and geniality. Also Pre-Trimmed and Pre-Pasted . . . just wet and apply. Sub-listed pattern has yellow roses.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Smoke gray 53 C 05875
Harmony House Sage green (Not shown) . . . 53 C 03876
See actual sample on other side. Sunfast and washable. Both Pre-Pasted and Pre-Trimmed for easiest hanging known. Made even easier with Sears new Dispenser . . . included with 5 double rolls or more of Pre-Pasted. Double roll 16 yds. long, 18 inches wide. Shpg. wt. 2 lbs. 8 oz. \$1.20

HARMONY HOUSE BORDER TO MATCH

Harmony House Smoke gray . . . 53 C 055875
Harmony House Sage green—2 in. wide. Pre-Pasted.
53 C 053876—Shpg. wt. per yard, 1 oz. . . . per yard 7c

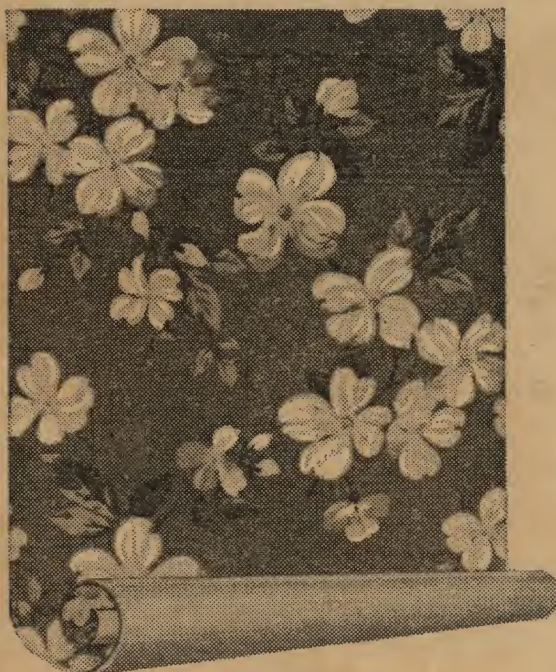
HARMONIZING CEILING PAPER

Pre-Pasted . . . 53 C 05009—Pre-pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 6 oz. \$1.20



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • PRE-PASTED DISPENSER ON PAGE 71



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Excellent	Suitable	Ideal			Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Pre-Pasted with Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$11.52	\$ 9.12
12x14 ft.	6	3	20	14.60	11.00
14x16 ft.	7	4	24	17.68	12.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for Actual Size Wallpaper Sample

Page 9 • Sidewall sample 53 C 03833 • Sears, Roebuck and Co. 555

'DOGWOOD'

EXCITING PRE-PASTED PATTERN RICH IN COLOR, DESIGN, ROMANCE, TRADITION

Sold Only
In Double
Rolls

80c

See Order Blank
For Sears
Easy Terms

Pre-Pasted Single Roll 8 Yards

Bring charm and distinction to your bedroom, hall or downstairs rooms with 'DOGWOOD'. Its blossoms are so natural you can almost smell their heady fragrance in the slight breeze of a warm spring evening. An outstanding example of floral reproduction, this lovely Pre-Pasted paper is sure to delight you. Brilliant blossoms in HH Dawn gray, white and HH Sunshine yellow stand out in dramatic contrast to the HH Sage green foliage and background. Guaranteed sunfast and washable to stay bright and cheerful for three years . . . Pre-Trimmed and Pre-Pasted to be easy to hang . . . especially with Sears Dispenser.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Sage green . . . 53 C 03833—Pre-Pasted for easiest hanging. See actual sample on other side. Sunfast and washable. Dispenser included with each purchase of 5 double rolls of Pre-Pasted. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . \$1.60

HARMONY HOUSE BORDER TO MATCH

Harmony House Sage green. 2¼ inches wide. 53 C 053833—Shpg. wt. per yard, 1 oz. . . . per yard 7c

HARMONIZING CEILING PAPER

Pre-Pasted . . . White . . . 53 C 05009—Not shown. Pre-Pasted for easier application with Dispenser. Double roll 16 yards long, 18 inches wide. Shipping weight 2 lbs. 4 oz. . . . \$1.20

HH means Harmony House color.

For Tools and Supplies see pages 72-73.



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'BURGUNDY'

PRETTY PROVINCIAL IN POPULAR SMOKE GRAY FOR ANY ROOM IN YOUR HOME

Sold Only
In Double
Rolls

60c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

80c

Pre-Pasted Single Roll 8 Yards

It's color, cleverly used, that makes a home charming. And here, in 'BURGUNDY,' is a pattern of exquisite coloring. Makes an excellent background for the fine woods of your provincial or traditional furniture, downstairs or in your bedroom. It's graceful and charming. Pre-Trimmed, guaranteed sunfast and washable for at least three years. Also available as Pre-Pasted, below. To hang Pre-Pasted paper, use Sears Dispenser . . . included with each purchase of 5 double rolls Pre-Pasted paper.

Sears paint colors go together with Sears wallpaper colors: See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room & ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 7.12	\$ 9.12
12x14 ft.	6	3	20	8.60	11.00
14x16 ft.	7	4	24	10.08	12.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Harmony House color: Smoke gray

Pre-pasted . . . 53 C 05818—Has all of the features of the sampled pattern PLUS pre-pasting for easiest hanging known. "Do-it-yourself" Dispenser included with each order for 5 double rolls or more. Double roll 16 yds. long and 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . . \$1.60

Regular . . . 53 C 05175—See actual sample on other side. Sunfast and Washable. Embossed. Double roll 16 yards long, 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . . \$1.20

HARMONY HOUSE BORDERS TO MATCH

Harmony House Smoke gray—Regular.

53 C 055175—2 inches wide

Harmony House Smoke gray—Pre-Pasted. 2¼ in. wide.

53 C 055818—Shpg. wt. per yd., 1 oz. . . . per yard 7c

HARMONIZING CEILING PAPERS

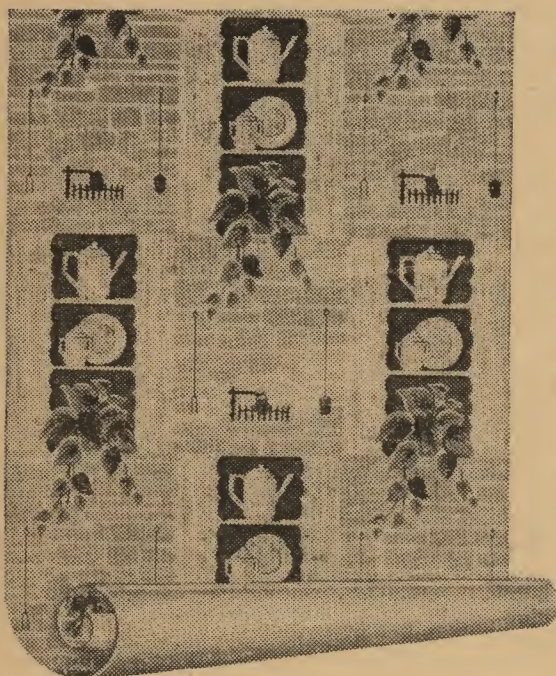
Regular White . . . 53 C 03010—Not shown. Double roll 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. . . . 88c

Pre-Pasted . . . 53 C 05009—Pre-Pasted. Double roll 16 yds. 18 inches wide. Shipping weight 2 lbs. 8 oz. . . . \$1.20



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • SEE PAGE 71 FOR "PRE-PASTED" DISPENSER



STONE CUPBOARD

FRESH AND SPARKLING . . . GRAND FOR KITCHEN AND BREAKFAST ROOM

Sold Only
In Double
Rolls

39c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

60c

Pre-Pasted Single Roll 8 Yards

Make your kitchen a warm, sunshiny sort of room, one the whole family can enjoy, with 'STONE CUPBOARD'. Its crisp greens and ripe reds combine happily to give you a room that's fun to work in . . . brightens your whole day. Easy to keep clean because it's washable . . . colors guaranteed sunfast, too, for three years! Pre-Trimmed; now available in Pre-Pasted form, listed below, for easiest hanging. You can successfully combine this pattern with furnishings in Harmony House colors.

Sears paint colors go together with Sears wallpaper colors: See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	BREAKFAST ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent			

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$4.86	\$ 7.12
12x14 ft.	6	3	20	5.88	8.60
14x16 ft.	7	4	24	6.90	10.08

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Harmony House color: Cherry red

Pre-Pasted . . . 53 C 05829—Has all of the features of the sampled pattern PLUS pre-pasting for **easiest hanging known**. Dispenser described on page 71 included with each purchase of 5 double rolls or more of Pre-Pasted. Double roll 16 yards long and 18 inches wide.

Shipping weight 2 lbs. 8 oz. **\$1.20**

Regular . . . 53 C 03435—See actual sample on other side. Sunfast and Washable. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. **78c**

HARMONY HOUSE BORDERS TO MATCH

Harmony House Cherry red . . . Regular—2½ in. wide.

53 C 053435—Shpg. wt. per yard 1 oz. per yard **6c**

Harmony House Cherry red . . . Pre-Pasted—2½ in. wide.

53 C 055829—Shpg. wt. per yd., 1 oz. per yard **7c**

HARMONIZING CEILING PAPERS

Regular . . . 53 C 03030—White. Not shown. Double roll 16 yards long, 18 inches wide. Shpg. wt. 2 lbs. **78c**

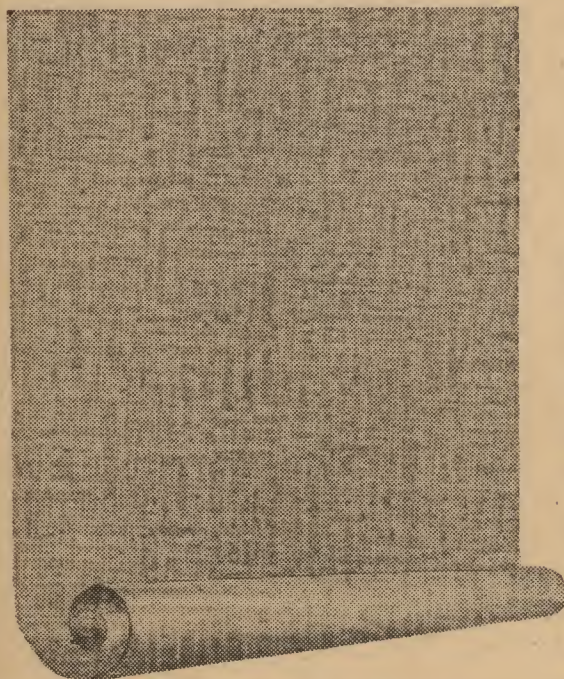
Pre-Pasted . . . 53 C 05009—Pre-Pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 6 oz. **\$1.20**





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	CEILINGS	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Ideal	Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.28	\$5.52
12x14 ft.	6	3	20	9.32	6.68
14x16 ft.	7	4	24	11.36	7.84

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 12 • Sidewall sample 53 C 03012 • Sears, Roebuck and Co. 555

'SANDSTONE'

PASTEL TEXTURES ARE IN STYLE!
IN SIX COLOR-LOVELY SHADES

Sold Only
In Double
Rolls

44c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Create a setting in keeping with contemporary furnishing by using 'SANDSTONE' . . . one of the new papers that resemble textured fabric in fashionable pastels. Attractive background for traditional furniture as well as modern. Try it also as a ceiling paper. Available in 6 colors listed below . . . a color to match every color scheme . . . harmonizing colors to use smartly in adjoining rooms. Pre-Trimmed, guaranteed sunfast and washable 3 years.

HARMONY HOUSE SIDEWALL PAPERS

Colonial blue.....	53 C 03012
Cream.....	53 C 03011
Harmony House Sage green.....	53 C 03014
Harmony House Dawn gray.....	53 C 03016
Harmony House Tuscan pink.....	53 C 05013
Harmony House Sunshine yellow.....	53 C 03015

See actual samples of first four colors on other side. All six items are guaranteed sunfast and washable. Double roll 16 yards long, 18 inches wide.

Shipping weight 2 lbs. 6 oz. 88c

BORDERS TO MATCH

Colonial blue.....	53 C 053177
Cream.....	53 C 053247
Harmony House Sage green.....	53 C 053230
Harmony House Dawn gray.....	53 C 053250
Harmony House Tuscan pink.....	53 C 055326
Harmony House Sunshine yellow.....	53 C 053219

All are 2¼ inches wide.

Shipping weight per yard 1 oz. per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White. Embossed

Double roll 16 yds. long and 18 in. wide.

Shipping weight 2 pounds 6 ounces. 88c

For Tools and Supplies see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	HALL	SUN ROOM	BATH	DINETTE
Ideal	Suitable	Excellent			

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

MEXICAN LEAVES

MODERN DOWNSTAIRS PAPER . . STYLE-
PERFECT FOR TODAY'S INTERIORS

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Color is the keynote in modern home decorating. And whether your motif be modern or traditional, you will find this rich and colorful pattern not only "goes together" with them, but actually adds to their distinction. Use any dominating color in its design for accent and the soft Harmony House Parchment beige as a background for your fine furnishings. Here is an outstanding pattern that will really compliment your scheme of decor. Designed to give your dining room, living room or hall a warm feeling of fine taste, fine color and fine living . . . you'll be happy and proud of it on your walls.

HARMONY HOUSE SIDEWALL PAPER

Harmony House color: Parchment beige

53 C 05208—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz. \$1.06

HARMONY HOUSE BORDER TO MATCH

Harmony House Parchment beige

53 C 055208—2½ inches wide.

Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 oz. 88c

Supplies to order with your paper

MASTER-MIXED RESIN WALLPAPER COATING

One quart covers 150 sq. ft. one coat.

53 C 2703—Quart can. Shpg. wt. 3 lbs. 5 oz. \$1.10





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Suitable	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 14 • Sidewall sample 53 C 05160 • Sears, Roebuck and Co. 555

'STATE PARK'

MODERN DOWNSTAIRS PAPER . . STYLE-
PERFECT FOR TODAY'S INTERIORS

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

We call it 'STATE PARK' because it's so free in design—because it carries the graceful lines and calmness of nature's wonderlands. Dawn gray or the deeper dark Sage green backgrounds are perfect for either your Modern or Traditional downstairs rooms. Foliage in gray and wine has a flowing movement to add charm to your living or dining room. For a good decorating effect, use the deeper tones of the pattern for your floor covering. There's a feeling of spaciousness about this pattern that you'll love . . . and it helps to give your room that "bigger-than-it-is" feeling.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Color: Dawn gray

53 C 05160—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.20

Harmony House dark Sage green (Not illustrated.)

53 C 05161—Same pattern as above, but with background in smart Sage green instead of gray. Double roll. Shipping weight 2 lbs. 8 oz. \$1.20

HARMONY HOUSE BORDERS TO MATCH

Harmony House Dawn gray

53 C 055160—2½ inches wide.

Harmony House dark Sage green

53 C 055161—2½ inches.

Shipping weight per yard 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces 88c

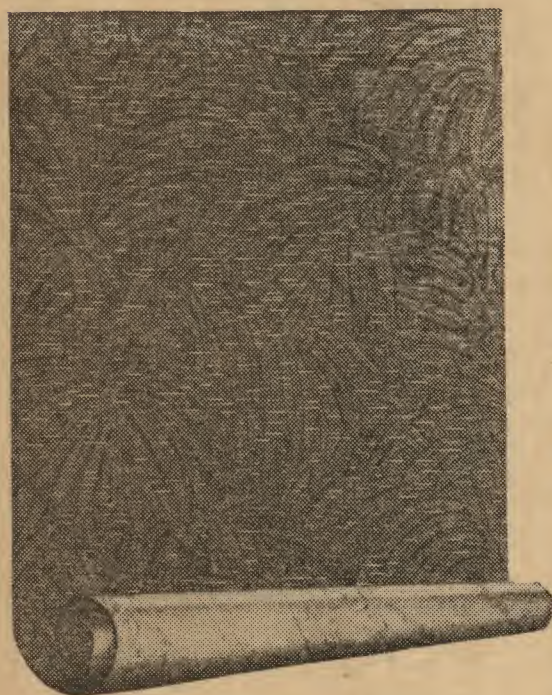
For Tools and Supplies see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	24	15.00	11.48

For more complete table of room sizes, see page 71.

See other side of this sheet for
Actual Size Wallpaper Sample

'PALM LEAF'

NEW TEXTURED PALM PATTERN
WITH GLISTENING GOLD COLOR

Sold Only
In Double
Rolls

70c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A subdued pattern that sets the stage for you to use gay designs, vivid colors in draperies, slip covers or rugs. Embossed palm fronds, textured surface—with gold color highlights for richness. A wonderful wallpaper to use in combination with your Modern or Traditional furnishings . . . makes wood and fabrics show to their best advantage. Good decorating for any living room or hall . . . fine in dining rooms. Choice of 3 colors: Harmony House Parchment beige, Federal gold; also bronze green. All guaranteed sunfast and washable—all Pre-trimmed to make hanging easier.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Parchment beige . . 53 C 05191
Harmony House Federal gold . . 53 C 05193
Bronze green . . 53 C 05192

See sample (53 C 05191) on other side. All are sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.40

HARMONY HOUSE BORDERS TO MATCH

Harmony House Parchment beige . . 53 C 055191
Harmony House Federal gold . . 53 C 055193
Bronze green . . 53 C 055192

All are 2 inches wide. Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

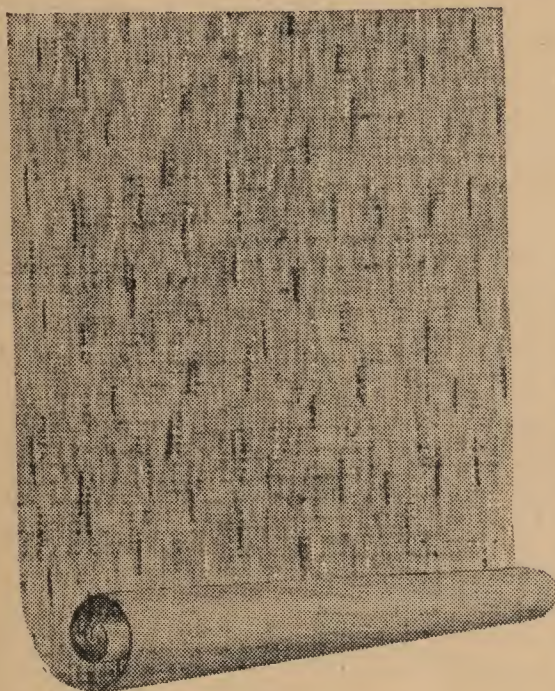
53 C 03010—Not shown. White. Embossed. Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds 6 ounces. 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'NUBTEX'

A TEXTURED PATTERN . . . YOUR CHOICE OF THREE COLORS

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Your walls are full of possibilities for giving your rooms more sparkle—color—personality. Here is a pattern to breathe new beauty into your rooms . . . create new loveliness in your home. You'll cherish its soft, lovely pastel colors, just charged with decorative possibilities. Gives any room a background for gracious living. Wonderful in your living room, dining room or bedroom with traditional or modern furnishings. Decorate adjoining rooms in any combination of its three Harmony House colors Horizon blue, Sage green and Spice brown.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Horizon blue 53 C 05148
Harmony House Sage green 53 C 05147
Harmony House Spice brown 53 C 05149

See actual sample in Horizon blue on other side. All are sunfast and washable. Double roll 16 yds. long and 18 in. wide.

Shipping weight 2 lbs. 8 oz. 92c

HARMONY HOUSE BORDERS TO MATCH

Harmony House Horizon blue 53 C 055148
Harmony House Sage green 53 C 055147
Harmony House Spice brown 53 C 053201

All are 2 1/4 inches wide.

Shipping weight per yard 1 ounce per yard 6c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White. Embossed.

Double roll 16 yds. long and 18 in. wide.

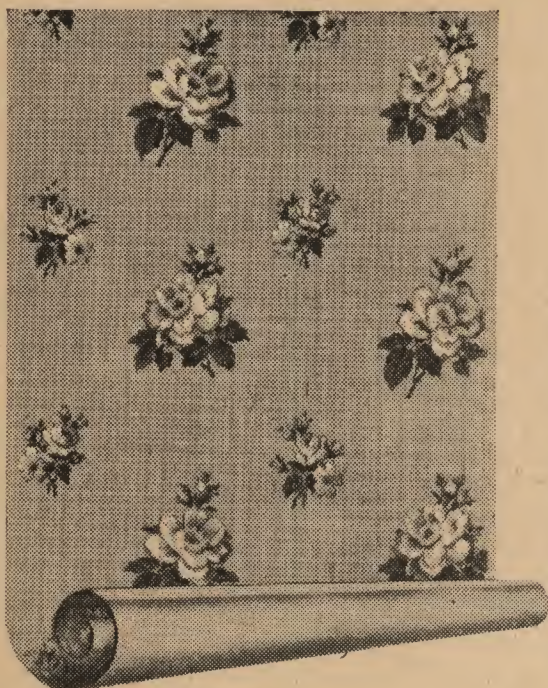
Shipping weight 2 pounds 6 ounces 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT • LONG WEARING



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	-			Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'SUMMER ROSE'

**A PATTERN CRISP AS ORGANDY—
FOR A GAY, CHEERY BEDROOM**

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Neat white and yellow summer roses make your rooms sing with flower-garden freshness all year long. Cheerful pattern goes well in bedroom or dining room. Crisp floral design set on delicate Harmony House Malibu pink background. Shows provincial or colonial furnishings to best advantages. It's practical, too. Can be swished clean with mild soap and water . . . cheery sunfast colors are guaranteed sunfast for at least three years. Order enough today for your redecorating needs. Do-it-yourself and save a substantial part of the total cost.

HARMONY HOUSE SIDEWALL PAPER

Harmony House Malibu pink

53 C 05251—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 92c

BORDER TO MATCH

Harmony House Malibu pink

53 C 055251—2¼ inches wide.

Shipping weight per yard 1 ounce per yard 6c

HARMONIZING CEILING PAPER

53 C 03020—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds, 6 ounces 88c

Supplies to order with your paper

WORKMASTER TRIMMING OUTFIT

6-ft. laminated straight edge, rotary trimmer with 2-inch stainless steel wheel knife and zinc cutting strip.

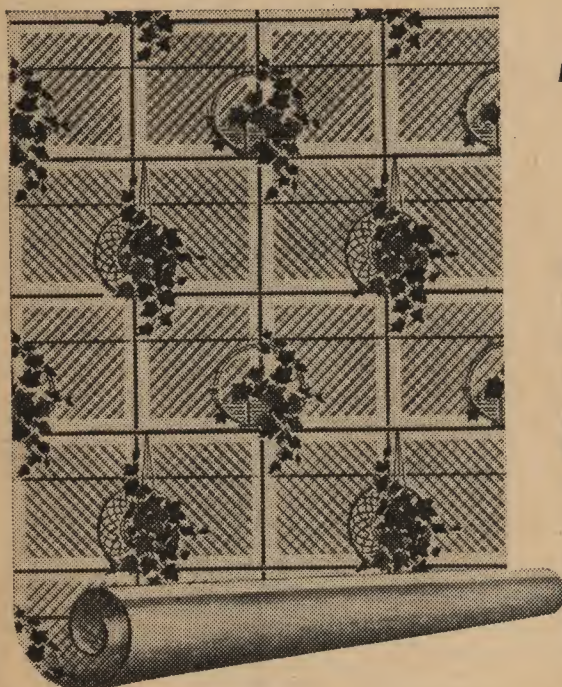
53 C 0638L—6-ft. size. Shpg. wt. 6 lbs. \$9.89





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent			

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

Page 18 • Sidewall sample 53 C 05445 • Sears Roebuck and Co. 555

'Basket Planters

**MINIATURE IVY PLANTERS; GUARANTEED
BOTH SUNFAST AND WASHABLE**

Sold Only
In Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Pert little ivy planters to brighten up your kitchen and perk up your spirits while at work. Cool ivy brings a bit of outdoors right on to your walls. Dainty basket planters are hung on a refreshing latticed Harmony House Dawn gray and Cherry red background. Smudges and dust just vanish with a swipe of a damp cloth. Sunfast colors remain gay and cheerful . . . guaranteed sunfast and washable for at least three years. Your decorating is simplified. Pre-trimmed for lap-seam hanging. Save a substantial part of the total cost by doing the work yourself.

HARMONY HOUSE SIDEWALL PAPER

Harmony House Dawn gray with Cherry red, green

53 C 05445—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 64c

HARMONY HOUSE BORDER TO MATCH

Harmony House Dawn gray with Cherry red, green

53 C 053475—2½ inches wide.

Shipping weight per yard 1 ounce. per yard 6c

HARMONIZING CEILING PAPER

53 C 05032—Not shown. White. Embossed.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds. 64c

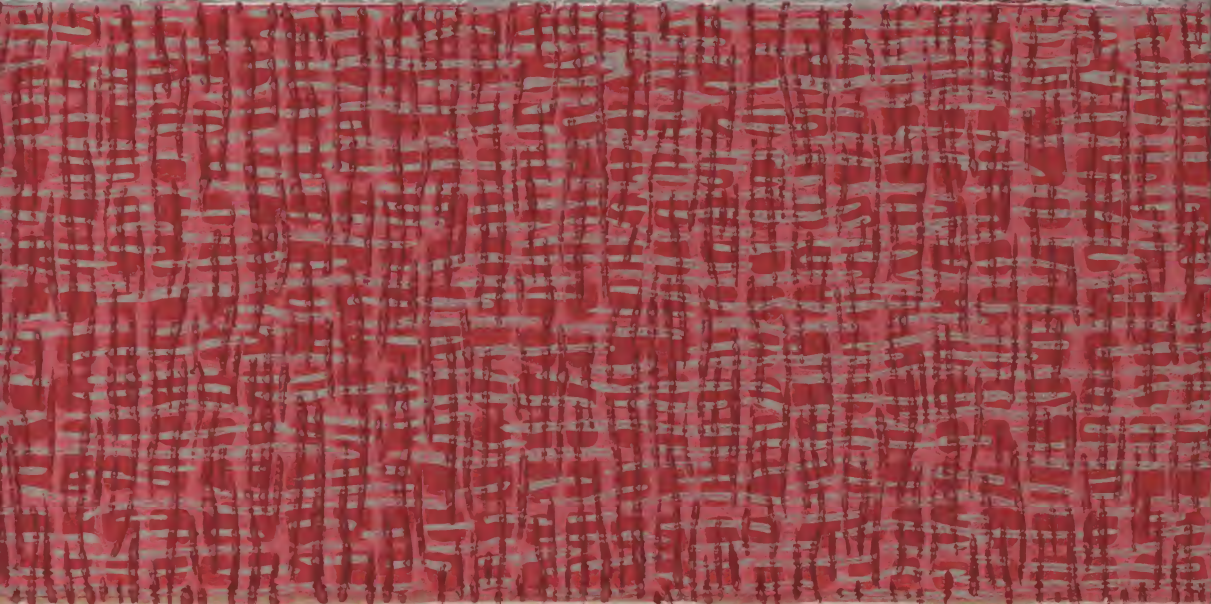
Supplies to order with your paper

WORKMASTER BETTER TOOL KIT

All the tools you need. Instructions included.

53 C 551—7-piece kit. Shpg. wt. 2 lbs. 4 oz. \$2.69

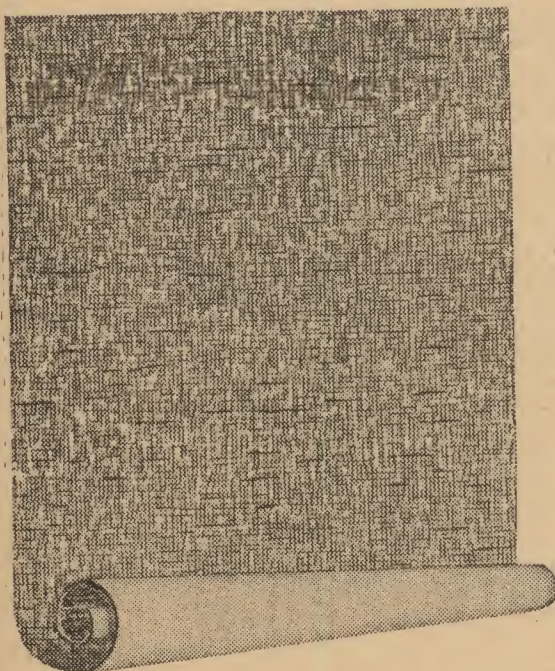
For other Tools and Supplies, see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'COTTAGE WEAVE'

TEXTURED WEAVE PATTERN . . YOUR
CHOICE OF THREE COLORS

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

All the interest created by the fine textured weave pattern—plus the simple color effect of painted walls. There's no limitation for decorating where 'COTTAGE WEAVE' is used! Put gay prints at your windows, use bright figured slip covers. Perfect background for your contemporary or traditional furniture in any downstairs room. Effective, too, in ceiling treatments! Your choice of 3 Harmony House colors—use different ones in several rooms to achieve a striking effect. Pre-Trimmed for easier hanging. Guaranteed Sunfast and Washable for at least three years.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent		Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Dawn gray 53 C 05310
Harmony House Tuscan rose 53 C 05312
Harmony House Parchment beige 53 C 05311

See actual sample on other side. All are sunfast and washable. Double roll 16 yds. long and 18 in. wide.
Shipping weight 2 lbs. 8 oz. 92c

HARMONY HOUSE BORDERS TO MATCH

Harmony House Dawn gray 53 C 05530
Harmony House Tuscan rose 53 C 05532
Harmony House Parchment beige 53 C 05531

All are 2¼ inches wide.
Shipping weight per yard 1 ounce per yard 6c

HARMONIZING CEILING PAPER

53 C 03020—Not shown. White. Embossed.
Double roll 16 yds. long and 18 in. wide.
Shipping weight 2 pounds 6 ounces 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT • LONG WEARING



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BOY'S ROOM	PLAY ROOM	BATH	HALL OR STAIRWAY
		Excellent	Good		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.24	\$5.56
12x14 ft.	6	3	20	9.24	6.72
14x16 ft.	7	4	24	11.24	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

Page 20 • Sample 53 C 03365 • Sears, Roebuck and Co. 555

'AIR ADVENTURE'

COLORFUL SCENIC OF THE AIR AGE
TO STIR ANY BOY'S IMAGINATION

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Your youngster's joy and enthusiasm will be boundless when he sees this exciting pattern picturing flying travel in far-off lands. 'AIR ADVENTURE' is alive with the bright colorings of faraway places . . . sunswept beaches, green islets, Chinese temples . . . all on an ocean background of calm colonial blue. A pattern that captures the spirit of adventure . . . made to order for a boy's room. It will find a ready place in playrooms, too, and create scenic attraction in your den. Pre-Trimmed, and both sunfast and washable to take plenty of hard wear.

HARMONY HOUSE SIDEWALL PAPER

Colonial blue

53 C 03365—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 92c

BORDER TO MATCH

Colonial blue

53 C 053365—2¼ inches wide.

Shipping weight per yard 1 ounce per yard 6c

HARMONIZING CEILING PAPER

53 C 03022—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 84c

Supplies to order with your paper

WORKMASTER TRIMMING OUTFIT

5-foot magnesium straight edge, rotary trimmer with 2-inch stainless steel wheel knife zinc cutting strip.

53 C 0639—5-ft. size. Shpg. wt. 6 lbs. \$6.49

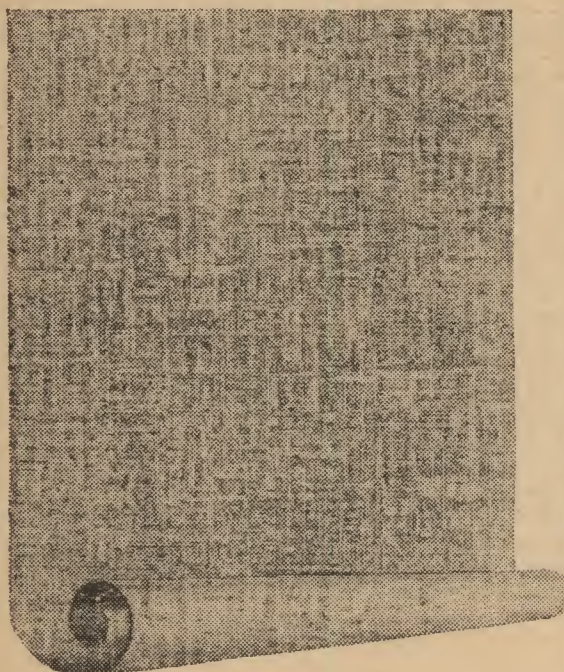
For other Tools and Supplies see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'ROMAN STONE'

"STONY"-TEXTURED PATTERN . .
YOUR CHOICE OF FOUR COLORS

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

The kind of pattern you'll see in the living room, hall or dining room of the newest and smartest homes. Makes an excellent background for gay patterns and vivid colors in draperies, slip covers and rugs. Effective, also, when used in combination with harmonizing floral or scenic designs. Pre-Trimmed, guaranteed sunfast and washable. Order 'ROMAN STONE' in any of the four Harmony House colors listed below: Mint green, Parchment beige, Pacific blue or Chartreuse. Combines with contemporary or traditional furnishings for a smart room.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Mint green . . 53 C 05150
Harmony House Parchment beige . . 53 C 05151
Harmony House Pacific blue . . 53 C 05152
Harmony House Chartreuse . . 53 C 05153

See actual samples on other side. All are sunfast and washable. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 lbs. 8 oz. \$1.06

HARMONY HOUSE BORDERS TO MATCH

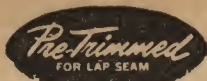
Harmony House Mint green . . 53 C 055150
Harmony House Parchment beige . . 53 C 053201
Harmony House Pacific blue . . 53 C 055152
Harmony House Chartreuse . . 53 C 055153

53 C 055152—2 inches wide. All others are 2½ inches.
Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

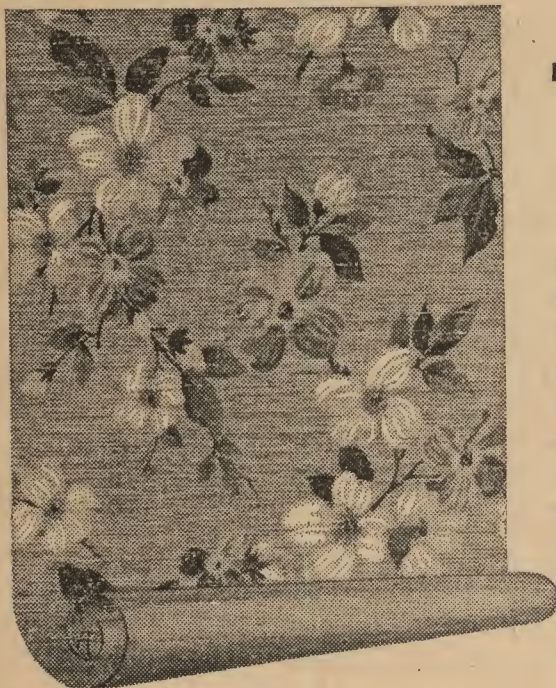
53 C 03010—Not shown. White. Embossed.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds 6 ounces. 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'DOGWOOD'

**BRINGS BRIGHT SPRING BLOSSOMS INTO
YOUR HOME 12 MONTHS A YEAR**

Sold Only
In Double
Rolls

70c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Everyone who loves the springlike beauty of the Dogwood blossoms can create striking decorative effects with this pattern. Its blossoms seem so natural against their soft, blue background, that you can almost smell their heady fragrance. Particularly effective when combined in adjoining rooms with companion paper 53 C 03177, listed below. Both are Pre-Trimmed, guaranteed sunfast and washable 3 years. Combined they will refresh your home . . . catch and please your eye.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	24	15.00	11.48

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Colonial blue

53 C 03220—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.40

Colonial blue Grass cloth... Companion Paper (Not shown.) 53 C 03177—Background design, color and texture are the same as 53 C 03220 above, but without dogwood flowers. Ideal for ceiling with DOGWOOD on walls. Double roll. Shipping weight 2 lbs. 8 oz. \$1.40

BORDERS TO MATCH

Colonial blue

53 C 053220—3 inches wide.

Colonial blue Grass cloth

53 C 053177—2¼ inches.

Shipping weight per yard 1 ounce per yard 7c

CEILING PAPER

53 C 03010—(Not shown.) White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces. 88c

WORKMASTER CELLULOSE ADHESIVE

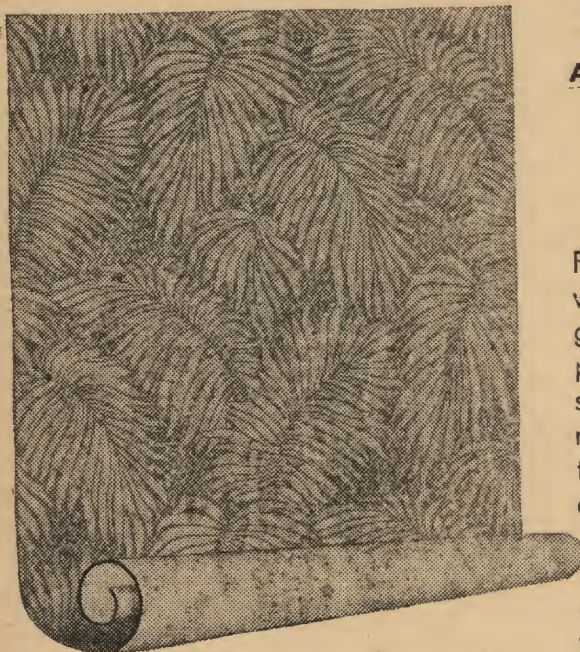
53 C 511—7 ounce package. Shpg. wt. 12 oz. 55c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'TROPICAL LEAF'

A TEXTURED MODERN FOLIAGE PATTERN
... YOUR CHOICE OF FOUR COLORS

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Follow the new trend—decorate your walls with solid color. 'TROPICAL LEAF' gives you the one-color wall, so very popular, and adds the beauty of a smartly embossed, textured surface. Your modern or provincial furnishings will show the richness of wood and fabric to best advantage. Order 'TROPICAL LEAF' in Harmony House Sage green or Smoke gray... in rose or colonial blue. Guaranteed to be Sunfast... guaranteed washable. Easy to keep clean with a swish of a damp cloth. Pre-trimmed so it's easier to hang it yourself.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store... or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Sage green.....	53 C 03260
Rose.....	53 C 05201
Harmony House Smoke gray.....	53 C 03262
Colonial blue.....	53 C 03263

See actual samples of all but pattern in Colonial blue on other side. All are sunfast and washable... Double roll 16 yards long, 18 inches wide.

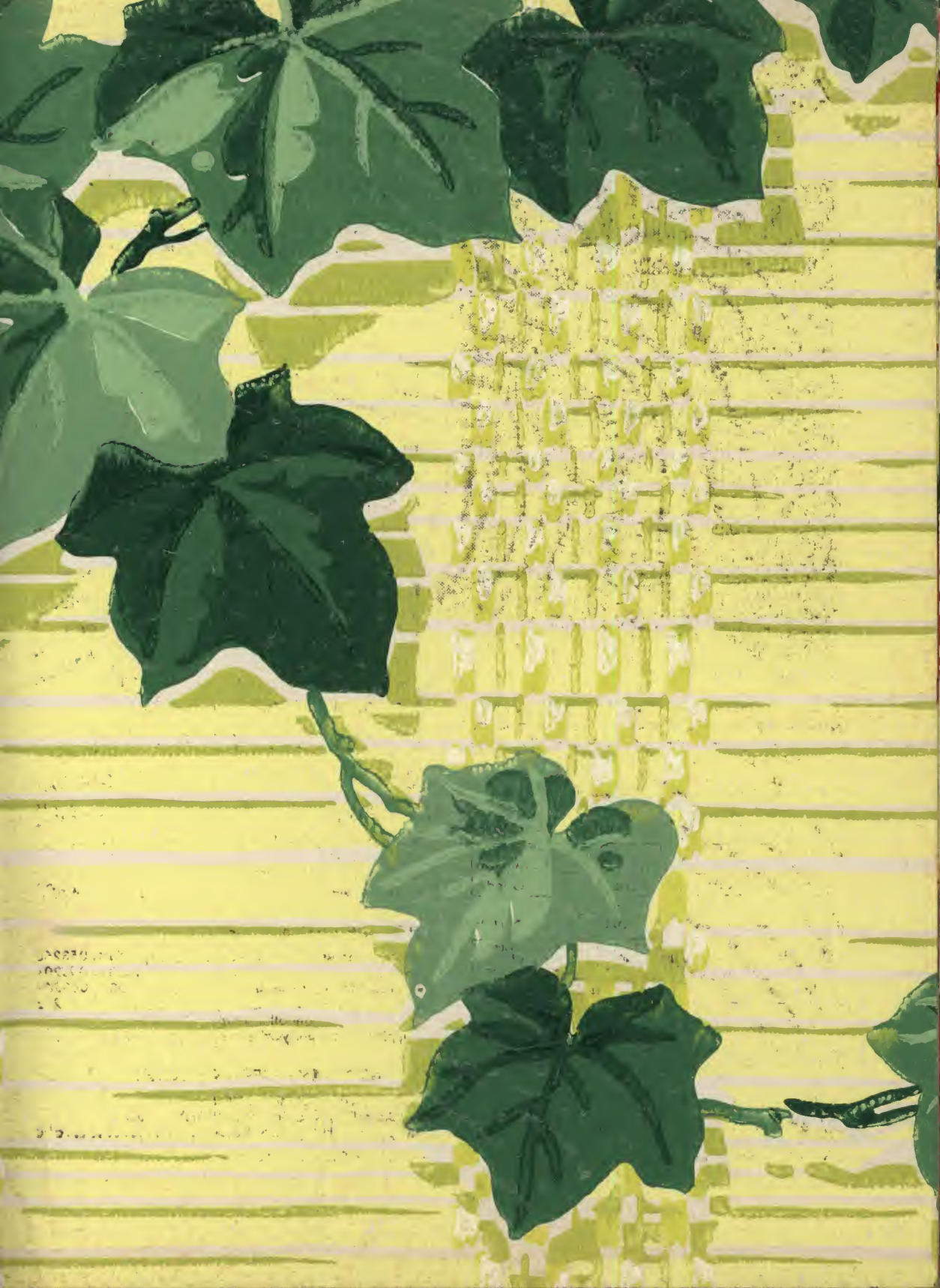
Shipping weight 2 lbs. 8 oz..... \$1.06

BORDERS TO MATCH

Harmony House Sage green.....	53 C 053260
Rose.....	53 C 055201
Harmony House Smoke gray.....	53 C 053262
Colonial blue.....	53 C 053263
Rose—2½ in. wide; other borders 3 in. wide.	
Shipping weight per yard 1 ounce.....	per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.	
Double roll 16 yards long and 18 inches wide.	
Shipping weight 2 pounds 6 ounces.....	88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • PLASTIC-COATED



Sears paint colors go together with Sears wallpaper colors; See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent	Good	Good	Suitable

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'IVY COURT'

POPULAR IVY ON FASHIONABLE YELLOW
... PLASTIC-COATED WALL PROTECTION

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Cool, green ivy trailing on the cheeriest of Harmony House Sunshine yellow walls! You'll love 'IVY COURT' in your kitchen or dinette—use it to brighten your bathroom, too. Ideal for these areas because it's plastic-coated—no more worry about spattered food or sticky finger prints. Remove most spots and grime in a jiffy with a damp cloth. Feels right at home no matter what period furnishings you choose. Guaranteed sunfast and washable for 3 years. Pre-trimmed to be easier for you to hang.

HARMONY HOUSE SIDEWALL PAPER

Harmony House color: Sunshine yellow

53 C 05700—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz. \$1.20

BORDER TO MATCH

Harmony House Sunshine yellow

53 C 055700—2 1/8 inches wide.

Shipping weight per yard 1 ounce per yard 7c

CEILING PAPER

53 C 03029—Not shown. White. Plastic-Coated.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 4 oz. 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

WALLPAPER CLEANER

Cleans walls in rooms you are not planning to redecorate.

53 C 538—2 1/2-lb. can. Shpg. wt. 3 lbs. 39c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • PLASTIC-COATED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	BREAK-FAST	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Excellent	Good		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 25 • Sidewall sample 53 C 03762 • Sears, Roebuck and Co. 555

'FRUIT PLATE'

A PLASTIC-COATED PATTERN FOR
KITCHEN, BREAKFAST ROOM

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Picture the refreshing outdoors with a wallful of cool, climbing ivy, bright plates, and the repeated design of a trellis . . . all happily combined in 'FRUIT PLATE', a Plastic-coated pattern that's beautifully designed and softly colored to brighten your whole day. Easy to keep clean because it's washable . . . just wipe away smudges and dust with a damp cloth. Guaranteed sunfast, too. Colors will remain bright and cheerful at least 3 years. Pre-Trimmed, ready for lap seam hanging. Order in Harmony House Mint green, as sampled, or white, listed below.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House color: Mint green

53 C 03762—See sample on other side. Guaranteed both sunfast and washable. Plastic-coated. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 4 oz. \$1.20

White background (Not illustrated.)

53 C 03761—Same pattern as above, but with background in White instead of Harmony House Mint green. Also plastic-coated. Double roll.

Shipping weight 2 lbs. 4 oz. \$1.20

HARMONY HOUSE BORDERS TO MATCH

Harmony House Mint green

53 C 053762—2¼ inches wide. Plastic-coated.

White

53 C 053761—2¼ inches. Plastic-coated.

Shipping weight per yard 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03029—Not shown. White. Plastic-coated.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 4 oz. 88c

For Tools and Supplies see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	BREAK-FAST	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Excellent	

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

Page 26 • Sidewall sample 53 C 05707 • Sears, Roebuck and Co. 555 For other Tools and Supplies see page: 72-73.

'GERANIUM VINE'

IDEAL FOR YOUR KITCHEN
BATHROOM AND DINETTE

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

There are no dull moments in this sparkling room. Even your work seems easier . . . and goes faster . . . when the room is merry and gay with 'GERANIUM VINE'. In gleaming white for dramatic effects on your bathroom, kitchen or dinette ceilings. And it's plastic coated to make cleaning and washing a snap. It's Pre-Trimmed for you to make hanging much easier. Sears positively guarantees this pattern to be both washable and sunfast for 3 years . . . so you know it will stay as fresh and as bright as it was the day it was put up. Saves money too, for you don't have to redecorate as often.

HARMONY HOUSE SIDEWALL PAPER

White . . . super washable

53 C 05707—Sample on other side. Guaranteed sunfast.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 4 ounces \$1.06

HARMONY HOUSE BORDER TO MATCH

53 C 055707—White—2-Inches wide

Shipping weight per yard, 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03029—Not shown. White plastic coated.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 4 ounces 88c

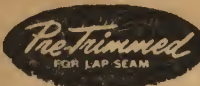
Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to paste and hang 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • PLASTIC-COATED



'PONY EXPRESS'

COLORFUL PLASTIC COATED PAPER
FOR BOY'S ROOM OR PLAYROOM

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Your youngster will take pride in his room when it's papered with these "rootin'-tootin'-in'" scenes from the West of the pioneer days. Made to order for the playroom, rumpus room or den with its cowboys, covered wagons and burning campfires. Wherever you hang it, you won't need to worry about keeping it spic-and-span, because 'PONY EXPRESS' is a Sears Plastic-Coated paper that is as easy to clean as a china plate—guaranteed sunfast and washable for three years. What's more, it's a Pre-Trimmed paper . . . all ready for you to hang quickly and easily.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BOY'S ROOM	PLAY ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER

Harmony House Sage green and Dawn gray
53 C 03755—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 lbs. 4 oz. \$1.20

HARMONY HOUSE BORDER TO MATCH

Harmony House Sage green—Plastic coated.
53 C 053755—2 1/8 inches wide.
Shipping weight per yard 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03029—Not shown. White. Plastic coated.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds, 4 oz. 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • PLASTIC-COATED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	POWDER ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
		Excellent	Good	Ideal	

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

See other side of this sheet for Actual Size Wallpaper Sample

'CANADIAN LAKE'

DRAMATIC PLASTIC-COATED PAPER
FOR POWDER ROOM OR BATH

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Dramatize those bathroom walls with this scenic portrayal of the great outdoors of the Far North. Beautiful colors in paper make your bathroom brighter year 'round . . . prove sensational in your powder room. 'CANADIAN LAKE' is Plastic-coated, whisks clean in a jiffy with a damp cloth. Pre-Trimmed for easy hanging and guaranteed sunfast and washable for 3 years to stay looking bright and cheerful on your walls. Order it today with a harmonizing border and a ceiling paper that is also plastic-coated.

HARMONY HOUSE SIDEWALL PAPER

Harmony House color: Pacific blue

53 C 05717—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs. 4 oz. \$1.20

HARMONY HOUSE BORDER TO MATCH

Harmony House Pacific blue

53 C 055717—2 inches wide. Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

53 C 03029—Not shown. White. Plastic-coated. Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds 4 ounces. 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to paste 6 double rolls. 53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

WALLPAPER CLEANER

Cleans walls in rooms you are not planning to redecorate. 53 C 538—2½-lb. can. Shpg. wt. 3 lbs. 39c

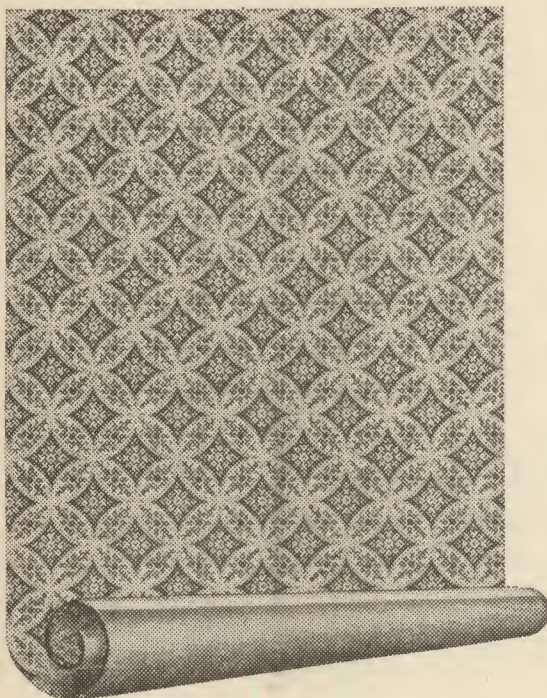
For Tools and Supplies see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Good	Excellent

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$14.54	\$12.78
12x14 ft.	6	3	20	18.04	15.40
14x16 ft.	7	4	24	21.54	18.02

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'Colonial Circles'

SUPER-WASHABLE . . . PLASTIC COATED
NEW, VERSATILE "ALL-OVER" PATTERN

Sold Only
In Double
Rolls

\$1.15

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

NEW—the answer to many, many requests from home-makers and decorators. A mono-tone print—fresh as an April shower, and friendly as can be. Small, interlocking circle-design keeps to itself on your walls. Lets you decorate freely with Early American fabric patterns. You can use it in ANY room in your home. Choice of three soft tones that enrich the glow of maple and walnut woods. Easy to keep clean . . . especially wonderful on halls and stairways where smudges and fingerprints seem to occur so much. You'll get years of wear, because the plastic protection will take lots of washing. Guaranteed sunfast, too.

HARMONY HOUSE SIDEWALL PAPERS

Soft green . . 53 C 05731

Harmony House Dawn gray . . 53 C 05732

Medium blue . . 53 C 05733

See actual samples on other side. All are sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. \$2.30

HARMONY HOUSE BORDERS TO MATCH

Soft green . . 53 C 055731

Harmony House Dawn gray . . 53 C 055732

Medium blue . . 53 C 055733

All are 2¼ inches wide.

Shipping weight per yard 1 ounce per yard 8c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White. Embossed.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • ENGRAVED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent		Good	

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'Gingham Fantasy'

SMOOTH, TILE-LIKE SURFACE
GUARANTEED WASHABLE FOR 3 YEARS

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Dainty gingham potted plants against a clear white tile-like background, add sparkle and life to your kitchen or dinette. Red and green print will stay gay and inviting for years—the smooth surface of ceramic stock is as easy to wipe clean as a china dish. Wherever you use it, remember that it's guaranteed by Sears to be both washable and sunfast for three full years. For a delightful color scheme—pick up the Harmony House Cherry red and Mint green as accents in your accessories. Pre-Trimmed . . . makes it easy to hang.

HARMONY HOUSE SIDEWALL PAPER

White with Harmony House Cherry red and Mint green
53 C 05743—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 lbs. \$1.06

HARMONY HOUSE BORDER TO MATCH

White with Harmony House Cherry red and Mint green
53 C 045743—2¼ inches wide.
Shipping weight per yard 1 ounce. per yard 7c

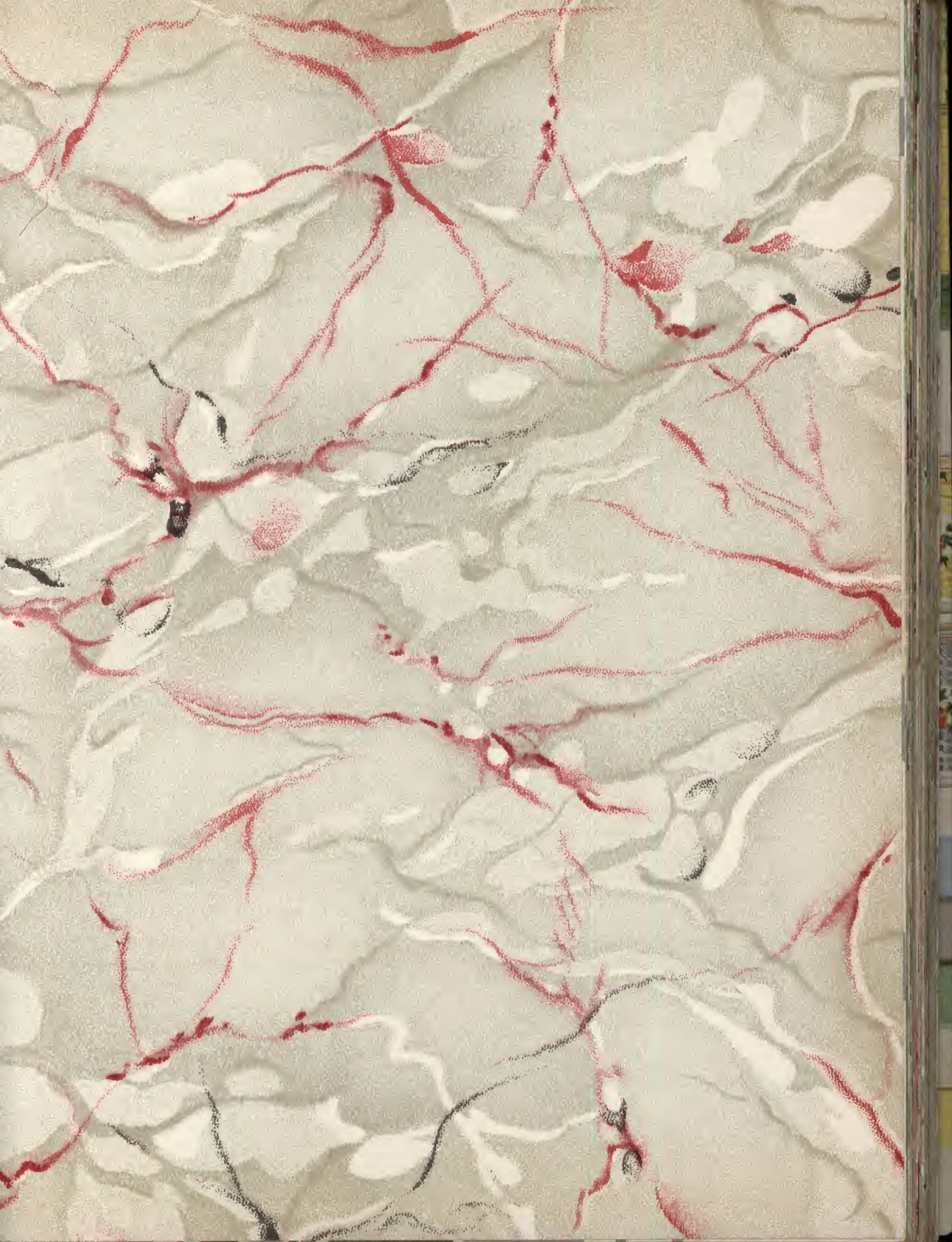
HARMONIZING CEILING PAPER

53 C 05028—Not shown. Off White.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds. 88c

Supplies to order with your paper

WORKMASTER BETTER TOOL KIT

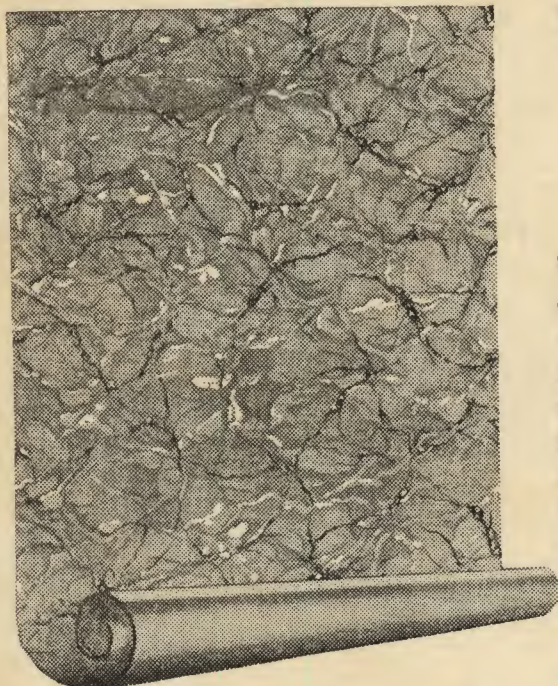
All the tools you need. Instructions included.
53 C 551—7-piece kit. Shpg. wt. 2 lbs. 1 oz. \$2.69





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT • ENGRAVED



'ROMAN MARBLE'

**A VERSATILE ENGRAVED PATTERN
FOR KITCHEN, DINETTE OR BATH**

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Here is a pattern whose two popular colorings will find a ready welcome in various rooms of your home. Its restful coloring is easy to live with . . . leaves no room for gloomy corners . . . reflects brightness and gaiety into every nook and cranny. The whole design is clear and fresh creating a fine background. Guaranteed sunfast and washable for 3 years. Pre-Trimmed for lap seam hanging. Saves you time, bother and muss.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	CEILINGS
Ideal		Good		Excellent	Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Gray and white . . . 53 C 05739—See sample over.

Harmony House Mint green . . . 53 C 05740—Not illustrated.

These patterns are designed to "go together" with your other furnishings and simplify your decorating problems. Double roll is 16 yards long and 18 inches wide.

Shipping weight 2 pounds 92c

BORDERS TO MATCH

Gray and white . . . 53 C 045739—2¼ inches wide.

Harmony House Mint green . . . 53 C 045740—2¼ inches wide.

Shipping weight per yard, 1 ounce per yard 6c

HARMONIZING CEILING PAPER

Off White Engraved. 53 C 05028—Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

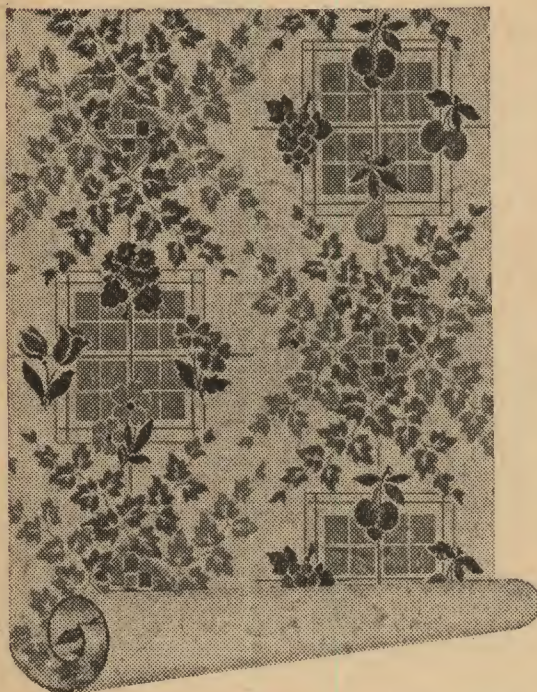
WORKMASTER COLD WATER SIZE

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. 27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent	Good		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 32 • Sidewall sample 53 C 05546 • Sears, Roebuck and Co. 555 For other Tools and Supplies see pages 72-73.

'WHEELING'

HARMONIOUS BLEND OF FRUITS, FLOWERS
LOVELY FOR KITCHEN OR DINETTE

Sold Only
In Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Wake up that dark corner—give new spirit to your kitchen or dinette! This scintillating pattern from the sunny South combines fruits and flowers to give a new look to drab walls. A vine-like design in light green and gray blends the colors into an all-over effect. Priced so low, you can easily stay within your decorating budget. It's semi-trimmed, too . . . hang it yourself and save substantially on the total cost. No need to worry about fading for "WHEELING" is guaranteed by Sears to be sunfast for up to 3 years. Good breakfast room colors.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Multicolor on white

53 C 05546—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.64c

HARMONY HOUSE BORDER TO MATCH

Multicolor on white

53 C 05546—2½ inches wide.

Shipping weight per yard 1 ounce.per yard 6c

HARMONIZING CEILING PAPER

53 C 03038—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds.64c

Supplies to order with your paper

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'ANN ARBOR'

COOLNESS OF GREEN FOREST DEPTHS
IN A FLOWING DOWNSTAIRS PATTERN

Sold Only
In Double
Rolls

39c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A pattern usually found only in more expensive papers. Now at low cost, you can have the same soft-textured effect background—the graceful silver-color plume design for your home. Almost 3-dimensional in appearance. Ideally suited for decorating in either the modern or traditional manner. The cool Harmony House Sage green makes walls recede . . . your rooms look larger. You save by doing it yourself. Paper is semi-trimmed for an easier job. Guaranteed sunfast for 3 full years. Takes a minimum of time and money to produce a new-looking room.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Suitable	Good		Excellent

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	24	10.02	6.90

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Color: Sage green

53 C 05520—See actual sample on other side. Sunfast.
Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds78c

BORDER TO MATCH

Harmony House Sage green

53 C 05520—2½ inches wide.

Shipping weight per yard 1 ounceper yard 6c

CEILING PAPER

53 C 05030—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds78c

Supplies to order with your paper

WORKMASTER PASTE TABLE

22 in. wide by 6 ft. long. Has extension arm. Folds compactly.

53 C M665—Freight, express or truck 32 lbs. . . . \$10.95



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Suitable	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'ELEANOR'

DAINTY PATTERN TO WORK LOW
COST MIRACLES IN ANY ROOM

Sold Only
In Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Yellow roses as bright and sunny as a spring morning . . . on a soft Harmony House Smoke gray background to warmly complement your provincial or traditional furnishings. A perfect pattern for bedrooms—very good for downstairs rooms that tend to the colonial style. Transforms rooms like magic through the charm of color and design. Guaranteed by Sears to be sunfast for 3 years. All at a low price enables you to do more decorating than you may have thought possible. Save by doing the papering yourself. Semi-trimmed to make hanging easier. Remember to include paste and any necessary tools with your order.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Smoke gray background; yellow roses
53 C 05543—See actual sample on other side. Guaranteed
Sunfast. Double roll 16 yards long, 18 inches wide.
Shipping weight 2 lbs.64c

BORDER TO MATCH

Harmony House Smoke gray
53 C 055543—2½ inches wide.
Shipping weight per yard 1 ounce.per yard 6c

CEILING PAPER

53 C 03038—Not shown. White.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds.64c

Supplies to order with your paper

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	BREAK-FAST	DINETTE	SUN ROOM	BATH	BED-ROOM
Suitable	Suitable	Excellent	Good		Ideal

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'CLINTON'

LOVELY COLORS FOR YOUR BEDROOM . . .
A SURPRISE "LIFT" FOR KITCHENS

Sold Only
in Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Designed primarily for bedrooms—works out beautifully in dinette and kitchen. A bright, cheery pattern . . . bouquets of old-fashioned garden blooms arranged on the prettiest shade of Harmony House Mint green. A good color grouping for warm southern exposures. You'll be so pleased with the carefree brightness. You can "do over" your rooms now for an amazingly low cost. Semi-trimmed so you can hang it more easily yourself . . . and save substantially on the total cost. Guaranteed sunfast for three years.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House color: Mint green

53 C 05541—See actual sample on other side.

Harmony House Parchment beige 53 C 05540

Sunfast. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 64c

BORDER TO MATCH

Harmony House Mint green

53 C 055541—2½ inches wide.

Harmony House Parchment beige 53 C 055540—

2½ in. wide.

Shipping weight per yard 1 ounce per yard 6c

CEILING PAPER

53 C 03038—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 64c

Supplies to order with your paper

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that eliminates most paste stains. Enough for a 10x12-foot room or 6 double rolls.

53 C 511—7-oz. package. Shpg. wt. 12 oz. 55c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'BROCADE'

STRICTLY TRADITIONAL IN DESIGN
EMBOSSED IN RICH BROCADE EFFECT

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

If you're particular about your decorating then look again at this pattern. It's a perfect setting for traditional furniture, both colorwise and in design. "BROCADE" uses tones of only Dawn gray and Tuscan wine (both Harmony House "go together" colors) . . . and points them up with white accents. You can use it most successfully in downstairs rooms and halls to get the best effect . . . Colors are clear—they are subdued to bring out the beauty of your furnishings. Guaranteed sunfast and washable for 3 years. A bargain for extra heavy embossed paper.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent		Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71.

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER

Harmony House color: Dawn gray and Tuscan wine

53 C 05214—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs. 8 oz.92c

HARMONY HOUSE BORDER TO MATCH

Harmony House Dawn gray and Tuscan wine

53 C 055214—2½ inches wide. Shipping weight per yard 1 ounceper yard 6c

HARMONIZING CEILING PAPERS

53 C 03010—Not shown. White. Embossed. Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds 8 ounces.88c

Supplies to order with your paper

12-INCH SMOOTHING BRUSH

Two rows of white Tampico bristles stapled into lacquered hardwood handle. 53 C 628—Shpg. wt. 10 oz.45c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



'LILIES AND LACE'

DELICATE DESIGN ON YELLOW . . .
MOST POPULAR DECORATING COLOR

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A design to enhance the charm of traditional bedrooms. Most appealing, too, for young girls who love dainty, feminine rooms. Sprigs of pink and white lilies are intertwined with ribbons of lace in the most delicate of patterns. Popular Harmony House Sunshine yellow or Malibu pink lend a soft background. For an attractive room, pick up the shades of pink in accessories . . . in lamp shades, spread, or draperies. A heavy weight paper, Pre-Trimmed so it's easier to hang it yourself. Guaranteed sunfast and washable.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal			Good		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Color: Sunshine yellow

53 C 05261—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 pounds. \$1.06

Harmony House Malibu pink (Not shown.)

53 C 05262—Design and pattern are the same as 53 C 05261 above, but with Malibu pink background. Double roll.

Shipping weight 2 pounds. \$1.06

BORDERS TO MATCH

Harmony House Sunshine yellow

53 C 055261—2 1/8 inches wide.

Harmony House Malibu pink

53 C 055262—2 1/8 inches wide.

Shipping weight per yard 1 ounce. per yard 7c

CEILING PAPER

53 C 03020—Not shown. White. Embossed.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces. 88c

WORKMASTER CELLULOSE ADHESIVE

53 C 511—7-oz. package. Shpg. wt. 12 oz. 55c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	BREAK-FAST	LIVING ROOM	DINING ROOM	BATH	HALL OR STAIRWAY
Ideal		Good	Good		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for Actual Size Wallpaper Sample

'BLACKSTONE'

NEW SUNNY BEDROOM PATTERN
WITH TEXTURE-EFFECT BACKGROUND

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Sparkling yellow and white flowers on a cool Harmony House Mint green background. New texture-effect, so popular today with decorators. Most effective in bedrooms, a charming pattern for colonial or traditional downstairs rooms as well. Colors stay bright for years . . . It's guaranteed by Sears to be sunfast and washable. Pre-trimmed and ready for lap-seam hanging. Order in Harmony House Mint green as sampled, or with the warm Harmony House Smoke gray background listed below. See samples of all Sears wallpapers in a Sears wallpaper center located near you.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House color: Mint green

53 C 05272—See sample on other side. Guaranteed sunfast and washable. Double roll 16 yds. long, 18 in. wide.

Shipping weight 2 lbs. \$1.20

Harmony House Smoke gray (Not illustrated.)

53 C 05271—Same pattern as above, but with background in Harmony House Smoke gray with pink and wine flowers.

Double roll. Shipping weight 2 lbs. \$1.20

HARMONY HOUSE BORDERS TO MATCH

Harmony House Mint green

53 C 055272—2½ inches wide.

Harmony House Smoke gray

53 C 055271—2½ inches.

Shipping weight per yard 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 oz. 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'KEY LARGO'

**GRACEFUL, VERSATILE PATTERN
FOR YOUR DOWNSTAIRS ROOMS**

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Graceful palm fronds on a soft muted tone of blue. There's life and movement to the pattern—yet it subdues itself to make a suitable setting for your modern or traditional furnishings. For gracious decorating throughout your downstairs . . . living room, den, dining room or halls. You'll find the design and colors so easy to "decorate to" . . . so pleasant to live with. Pre-Trimmed and guaranteed by Sears to be washable and sunfast for three years. Colors will keep their first-day newness.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Suitable			Good	Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER

Powder blue with gray

53 C 05213—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz.92c

HARMONY HOUSE BORDER TO MATCH

Powder blue with gray

53 C 055213—2¼ inches wide.

Shipping weight per yard 1 ounceper yard 6c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

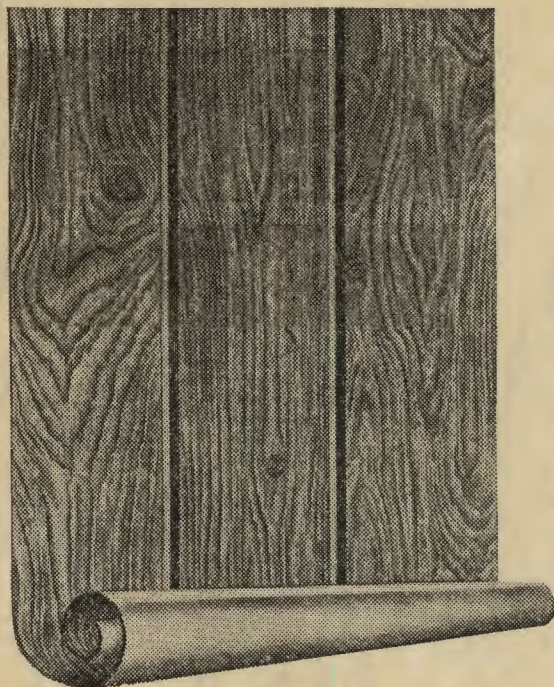
ROTARY TRIMMING OUTFIT

6-ft. brass bound straight edge has 2-in. wheel knife. Cuts neat, clean edges on wallpaper in a jiffy.

53 C 0638L—Shipping weight 7 pounds \$9.89



Pre-Pasted and **Pre-Trimmed** —for easier hanging
FOR LAP SEAM
GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Suitable	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 7.12	\$ 9.12
12x14 ft.	6	3	20	8.60	11.00
14x16 ft.	7	4	24	10.08	12.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'PANELS'

**AN ENGRAVED WOOD-GRAIN PATTERN
 FOR A WARM PINE-PANELED EFFECT**

Sold Only
 In Double
 Rolls

60c

Regular . . . Single Roll 8 Yards

Sold Only
 In Double
 Rolls

80c

Pre-Pasted . . . Single Roll 8 Yards

Have the charm of Old New England knotty-pine paneling in your home at a fraction of the cost of real pine. Such a realistic reproduction, you almost have to touch the walls to discover they are not real wood. Use wherever you wish to secure the effect of pine paneling . . . in den, living room, dining room or play room. Turns basement or attic areas into lovely recreation rooms. Creates a lovely rustic appearance. Pre-Trimmed. Your choice of Regular or Pre-pasted. Guaranteed sunfast and washable for 3 years.

SIDEWALL PAPERS—Regular or Pre-Pasted

PINE Pre-pasted . . . 53 C 05879—Has all the features of the sampled pattern PLUS pre-pasting for easiest hanging known. Plus Dispenser illustrated on page 71 with each purchase of 5 double rolls or more of Pre-pasted. Double rolls 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . . **\$1.60**

PINE Regular . . . 53 C 05745—See actual sample on other side. Sunfast and washable. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. **\$1.20**

KNOTTY PINE—lighter shade than above. Not pre-pasted, not shown. 53 C 03738—Shpg. wt. 2 lbs. Double roll **92c**

BORDERS TO MATCH

PINE PRE-PASTED

53 C 045879—Shpg. wt. per yard, 1 oz. per yard **7c**

PINE REGULAR—2¼-inches wide.

53 C 045745—Shpg. wt. per yard, 1 oz. per yard **7c**

LIGHTER KNOTTY PINE

53 C 043738—Shpg. wt. per yard, 1 oz. per yard **6c**

HARMONIZING CEILING PAPERS

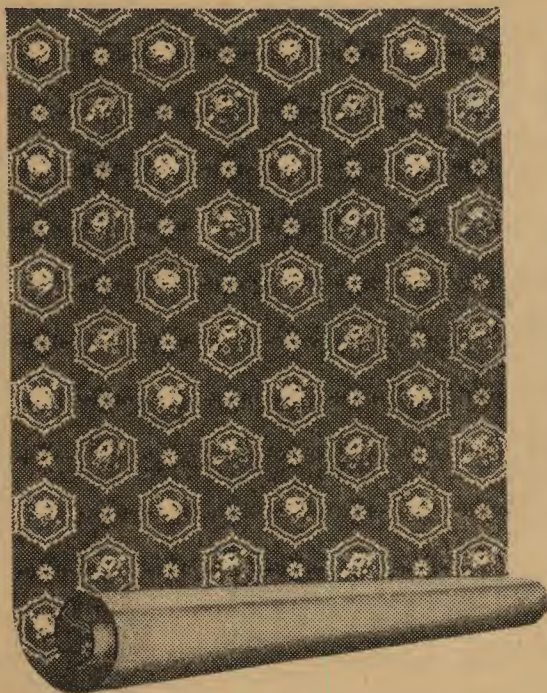
Pre-pasted . . . 53 C 05009—Pre-pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 8 oz. **\$1.20**

Regular . . . 53 C 03010—White, not shown. Double roll 16 yards long, 18 in. wide. Shpg. wt. 2 lbs. 8 oz. . . **88c**



Pre-Pasted and **Pre-Trimmed** —for easier hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$6.42	\$ 8.12
12x14 ft.	6	3	20	7.76	9.80
14x16 ft.	7	4	24	9.10	11.48

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'PROVENCE'

PRETTY PROVINCIAL IN POPULAR SAGE GREEN FOR ANY ROOM IN YOUR HOME

Sold Only
In Double
Rolls

53c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

70c

Pre-Pasted Single Roll 8 Yards

Quaint new Provincial pattern for extra charm in bedroom or your favorite downstairs room. Goes perfectly with provincial or traditional furnishings. Rich Harmony House Sage green background bears closely-spaced medallions of roses. A cool tone—fresh and neat, to make small rooms look larger. Pre-Trimmed—guaranteed sunfast and washable for at least three years. Also available in Pre-Pasted form—the easiest form we know of for do-it-yourself papering. Free dispenser included with your order of 5 or more double rolls of Pre-Pasted wallpaper.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Harmony House color: Sage green

Pre-Pasted . . . 53 C 05881—See actual sample on other side. Pre-Pasted for easiest hanging known. "Do-it-yourself" Dispenser included with each order for 5 double rolls or more. Double roll 16 yds. long and 18 in. wide. Shpg. wt. 2 lbs. 8 oz. \$1.40

Regular . . . 53 C 05249—See actual sample on other side. Sunfast and Washable. Double roll 16 yards long, 18 in. wide. Shpg. wt. 2 lbs. \$1.06

HARMONY HOUSE BORDERS TO MATCH

Harmony House Sage green—Regular.

53 C 055249—2¼ inches wide

Harmony House Sage green—Pre-Pasted. 2¼ in. wide.

53 C 055881—Shpg. wt. per yd., 1 oz. per yard 7c

HARMONIZING CEILING PAPERS

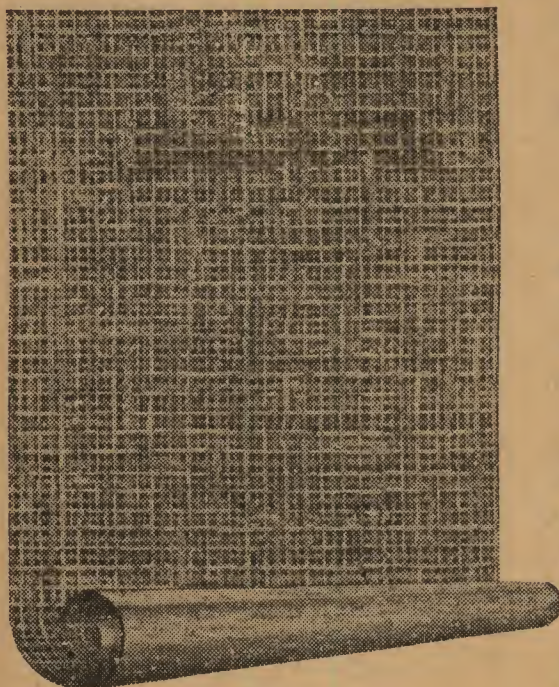
Regular White . . . 53 C 03010—Not shown. Double roll 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. 88c

Pre-Pasted . . . 53 C 05009—Pre-Pasted. Double roll 16 yds. 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.20



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 7.12	\$ 9.12
12x14 ft.	6	3	20	8.60	11.00
14x16 ft.	7	4	24	10.08	12.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'HEATHER TWEED'

**NEW FABRIC-LIKE PATTERN
GIVES COMPLETE DECORATING FREEDOM**

Sold Only
In Double
Rolls

60c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

80c

Pre-Pasted Single Roll 8 Yards

Recommended for downstairs use . . . but can be most effective in bedrooms when combined with flowered curtains and spreads. Choice of wonderful new decorator colors . . . frosty rose or bronze green and the versatile, warm Harmony House Dawn gray. A paper that gives a single-color wall effect with the newest in textured feel. Extra heavy, sunfast and washable for years of service.

SIDEWALL PAPERS—Regular or Pre-Pasted

Regular—sunfast and washable

Frosty rose . . . 53 C 05145

Harmony House Dawn gray . . . 53 C 05144

Bronze green . . . 53 C 05146

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 8 ounce \$1.20

Pre-Pasted for easiest hanging known

Frosty rose . . . 53 C 05891

Harmony House Dawn gray . . . 53 C 05890

Bronze green . . . 53 C 05892

Double roll 16 yards long 18 inches wide.

Shipping weight 2 pounds 8 ounces \$1.60

BORDERS TO MATCH ABOVE PATTERNS

Regular—2½ inches wide.

Frosty rose . . . 53 C 055145

Harmony House Dawn gray . . . 53 C 055144

Bronze green . . . 53 C 55146

Shipping weight per yard 1 ounce Per yard 7c

Pre-pasted—2½ inches wide.

Frosty rose . . . 53 C 055891

Harmony House Dawn gray . . . 53 C 055890

Bronze green . . . 53 C 055892

Shipping weight per yard 1 ounce Per yard 7c

HARMONIZING CEILING PAPERS

Regular—53 C 03010—White Embossed. Not shown.

Double roll 16 yards long, 18 in. wide. Wt. 2 lbs. 6 oz. .88c

Pre-pasted—53 C 05009—Same as above. Pre-pasted.

Shipping weight 2 pounds 8 ounces \$1.20





and



—for easiest hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



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Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Suitable	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 9.12	\$10.78
12x14 ft.	6	3	20	11.00	13.00
14x16 ft.	7	4	24	12.88	15.22

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'PRIZE WINNER'

WARM, RICH TONES GIVE A PERFECT
BACKGROUND FOR DOWNSTAIRS ROOMS

Sold Only
In Double
Rolls

80c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

95c

Pre-Pasted Single Roll 8 Yards

A distinctively different contemporary design. Colors that bring out the beauty of deep-toned woods and rich fabrics. Large single "prize-winner" flowers are enhanced by the mellow Harmony House Smoke gray or dk. Sage green backgrounds. Pick up the darker shade of tan for your rug . . . emphasize the soft rose in your draperies or upholstery. Choose either color in regular or Pre-Pasted form. Both are Pre-Trimmed . . . guaranteed to be sunfast and washable.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Pre-Pasted HH Smoke gray . . . 53 C 05834—See actual sample on other side.

Pre-Pasted HH Dk. Sage green . . . 53 C 05809

Pre-Pasted for easiest hanging known. Dispenser included with 5 double rolls or more. Double roll 16 yards

long and 18 inches wide. Shpg. wt. 2 lbs 8 oz. . . . \$1.90

Regular HH Smoke gray . . . 53 C 05123 — See actual sample on other side.

Regular HH Dk. Sage green . . . 53 C 05122

Sunfast and Washable. Double roll 16 yards long and

18 inches wide. Shipping weight 2 lbs. 8 oz. . . . \$1.60

HARMONY HOUSE BORDERS TO MATCH

Pre-Pasted—2¼ inches wide.

HH Smoke gray . . . 53 C 055834

HH Dk. Sage green . . . 53 C 055809

Shipping weight per yard, 1 oz. . . . per yard 8c

Regular—2¼ inches wide.

HH Smoke gray . . . 53 C 055123

HH Dk. Sage green . . . 53 C 055122

Shipping weight per yard, 1 oz. . . . per yard 7c

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—White. Embossed. Pre-Pasted.

Double roll 16 yards long, 18 in. wide. Wt. 2 lbs. 8 oz. \$1.20

HH means Harmony House color

Regular . . . 53 C 03010—White. Embossed. Not shown.

Double roll 16 yards long, 18 in. wide. Wt. 2 lbs. 6 oz. . . 88c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$6.42	\$ 8.12
12x14 ft.	6	3	20	7.76	9.80
14x16 ft.	7	4	24	9.10	11.48

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'DOGWOOD'

**BRINGS BRIGHT SPRING BLOSSOMS
INTO YOUR HOME THE YEAR 'ROUND**

Sold Only
In Double
Rolls

53c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

70c

Pre-Pasted Single Roll 8 Yards

Everyone who loves the springlike beauty of the Dogwood blossoms can create striking effects with this pattern. Its blossoms seem so natural against the soft, pink background, that you can almost smell their heady fragrance. Available in either the Regular or Pre-Pasted form. Both are Pre-trimmed . . . guaranteed sunfast and washable for at least three years. So easy to hang, do it yourself and make substantial savings in home decoration.

HARMONY HOUSE SIDEWALL PAPERS Your choice . . . Regular or Pre-Pasted

Harmony House color: Cherry pink

Pre-Pasted . . . 53 C 05886—Has all of the features of the sampled pattern PLUS pre-pasting for easiest hanging known. "Do-it-yourself" Dispenser included with each order for 5 double rolls or more of Pre-Pasted. Double roll 16 yds. long and 18 in. wide. Shpg. wt. 2 lbs. 8 oz. \$1.40

Regular . . . 53 C 05157—See actual sample on other side. Sunfast and Washable. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. \$1.06

HARMONY HOUSE BORDERS TO MATCH

Harmony House Cherry pink—Pre-Pasted. 2½ in. wide. 53 C 05586—Shpg. wt. per yard, 1 oz. per yard 7c

Harmony House Cherry pink—Regular. 2½ in. wide. 53 C 055157—Shpg. wt. per yard 1 oz. per yard 7c

HARMONIZING CEILING PAPERS

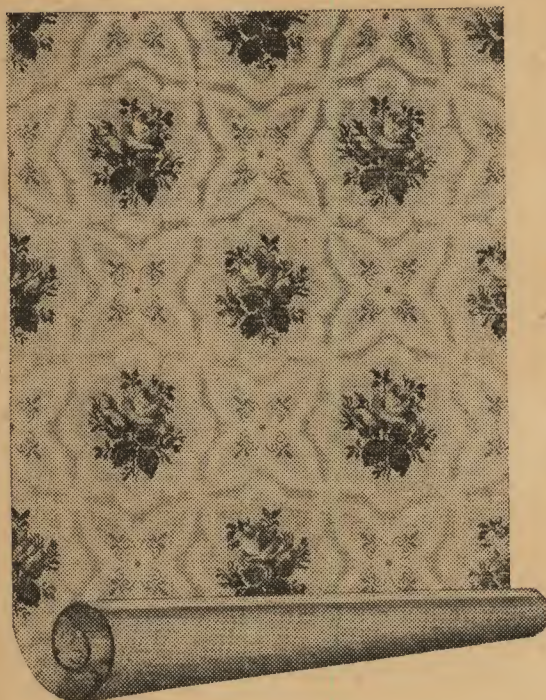
Pre-Pasted . . . 53 C 05009—Pre-Pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.20

Regular White . . . 53 C 03010—Not shown. Double roll 16 yards long, 18 inches wide. Shpg. wt. 2 lbs. 6 oz. . . . 88c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	LIVING ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Suitable	Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$6.42	\$ 8.12
12x14 ft.	6	3	20	7.76	9.80
14x16 ft.	7	4	24	9.10	11.48

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'MARSHALL'

**OLD-FASHIONED ROSES BRIGHTEN
THIS CLEAN TRADITIONAL PATTERN**

Sold Only
In Double
Rolls

53c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

70c

Pre-Pasted Single Roll 8 Yards

A very special pattern for your bedroom or downstairs. Its graceful design is in quiet good taste . . . a perfect background for provincial or traditional furnishings. Order it in the clear white and silk-like background as sampled—or in shades of Harmony House Dawn gray. Both have dainty and colorful roses. Guaranteed to be sunfast and washable for at least three years. Pre-Trimmed.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Harmony House color: Tuscan pink on white

Pre-Pasted . . . 53 C 05854—Has all of the features of the sampled pattern PLUS pre-pasting PLUS Dispenser with each purchase of 5 double rolls or more of Pre-Pasted. Double roll 16 yds. long and 18 in. wide.

Shipping weight 2 lbs. 8 oz. \$1.40

Regular . . . 53 C 05258—See actual sample on other side. Sunfast and Washable. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. 8 oz. . . \$1.06

Regular Harmony House Dawn gray . . . (Not illustrated.) 53 C 05259—Same pattern as above. (Not pre-pasted.) Background is in Dawn gray instead of white. Roses are yellow. Double roll. Shipping weight 2 lbs. 8 oz. . . \$1.06

HARMONY HOUSE BORDERS TO MATCH

Harmony House Tuscan pink on white . . . Regular

53 C 055258—2½ inches wide.

Harmony House Dawn gray . . . Regular—2½ in. wide.

53 C 055259 —Shpg. wt. per yard 1 oz. per yard 7c

Harmony House Tuscan pink on white . . . Pre-Pasted—2½ in. wide.

53 C 055854 —Shpg. wt. per yard 1 oz. per yard 7c

HARMONIZING CEILING PAPERS

Regular . . . 53 C 03010—White. Not shown. Double roll 16 yards long, 18 inches wide. Shpg. wt. 2 lbs. 6 oz. . . 88c

Pre-Pasted . . . 53 C 05009—Pre-Pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.20



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BED-ROOM	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Excellent	Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$ 7.12	\$ 9.12
12x14 ft.	6	3	20	8.60	11.00
14x16 ft.	7	4	24	10.08	12.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'MEADOW LANE'

**WONDERFUL NEW PROVINCIAL PRINT..
YOUR CHOICE OF FOUR COLORS**

Sold Only
In Double
Rolls

60c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

80c

Pre-Pasted Single Roll 8 Yards

When you're decorating in the provincial mode . . . here's a pattern to give a completely charming background. The daintiest of "meadow" blooms are sprinkled profusely on a background of wonderful decorator shades. Choose the darker gray-green, sampled, or red for rooms that are full of light. Pick HH Sunshine yellow or HH Lt. Horizon blue for darker rooms. Pre-Trimmed makes hanging easier . . . for either Regular or Pre-Pasted.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Pre-Pasted, Gray-green . . . 53 C 05888
Pre-Pasted, Harmony House Sunshine yellow . . . 53 C 05887
Pre-Pasted, Harmony House Lt. Horizon blue . . . 53 C 05889

Has all of the features of the sampled pattern PLUS pre-pasting for easiest hanging known. PLUS Dispenser with 5 double rolls of Pre-Pasted. See page 71 for Dispenser. Double roll 16 yards long and 18 inches wide. Shpg. wt. 2 lbs. 8 oz. . . . \$1.60

Regular, Gray-green . . . 53 C 05197
Regular, Harmony House Lt. Horizon blue . . . 53 C 05198
Regular, Red . . . 53 C 05156

See actual sample on other side. All are sunfast and washable. Double roll 16 yards long and 18 inches wide, Shpg. wt. 2 lbs. . . . \$1.20

HARMONY HOUSE BORDERS TO MATCH

All are 2 inches wide. Regular or Pre-Pasted

Pre-Pasted, Gray-green . . . 53 C 055888
Pre-Pasted, Harmony House Sunshine yellow . . . 53 C 055887
Pre-Pasted, Harmony House Lt. Horizon blue . . . 53 C 055889
Regular, Gray green . . . 53 C 055197
Regular, Harmony House Lt. Horizon blue . . . 53 C 055198
Regular, Red . . . 53 C 055156
Shipping weight per yard, 1 oz. . . . 7c

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—White Pre-pasted for easier application with Dispenser. Double roll 16 yards long, 18 inches wide.

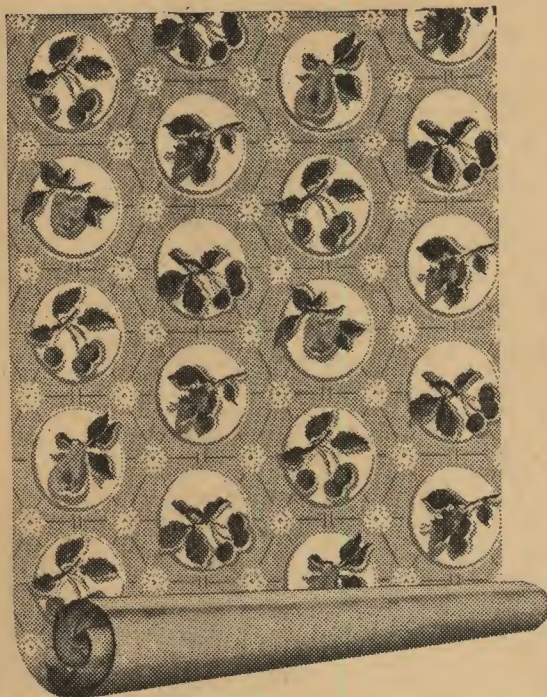
Shipping weight 2 lbs. 8 oz. . . . \$1.20

White . . . 53 C 03010—Regular Not shown, Double roll 16 yds. long, 18 in. wide, Embossed, Shpg. wt. 2 lbs. 6 oz. . . . 88c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	KITCHEN	HALL OR STAIRWAY
	Suitable	Excellent		Ideal	

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$6.42	\$ 8.12
12x14 ft.	6	3	20	7.76	9.80
14x16 ft.	7	4	24	9.10	11.48

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'FRUIT CUP'

THE GAYEST OF KITCHEN PATTERNS
FOR YOUR KITCHEN OR DINETTE

Sold Only
In Double
Rolls

53c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

70c

Pre-Pasted Single Roll 8 Yards

Here's a pattern that shouldn't be restricted to any one period of furnishings, for it's equally at home in contemporary or traditional surroundings. Brings you smart, new-looking walls of sparkling cleanliness and color. Background tones to go with the latest in kitchen decorating . . . Harmony House Pacific blue, Cherry red, or Sunshine yellow. Pre-Trimmed and guaranteed by Sears to be sunfast and washable for 3 years.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Pre-Pasted . . . Has all of the features of the sampled pattern PLUS pre-pasting, Plus Dispenser with each purchase of 5 double rolls or more. See page 71.

Pre-Pasted . . . HH Pacific blue 53 C 05876

Pre-Pasted . . . HH Sunshine yellow 53 C 05877

Shipping weight 2 lbs. 8 oz. \$1.40

Regular . . . HH Pacific blue 53 C 05291

Regular . . . HH Cherry red 53 C 05292

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 lbs. \$1.06

HARMONY HOUSE BORDERS TO MATCH

Pre-Pasted . . . HH Pacific blue 53 C 055876

Pre-Pasted . . . HH Sunshine yellow 53 C 055877

2½ in. wide. Shpg. wt. per yd., 1 oz. per yard 7c

Regular . . . HH Pacific blue 53 C 055291

Regular . . . HH Cherry red 53 C 055292

2½ in. wide. Shpg. wt. per yd., 1 oz. per yard 7c

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—Pre-pasted for easier application with Dispenser. Double roll 16 yards, 18 inches wide. Shipping weight 2 lbs. 8 oz. \$1.20

Regular . . . 53 C 03010—White—Not shown. Embossed.

Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. 88c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • SEE PAGE 71 FOR "PRE-PASTED" DISPENSER



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	BED-ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent				Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Pre-Pasted without Ceiling
10x12 ft.	5	2	16	\$6.42	\$ 8.12
12x14 ft.	6	3	20	7.76	9.80
14x16 ft.	7	4	24	9.10	11.48

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'PENSACOLA'

**CHOICE OF 3 COLORS . . . A COMPLEMENT
TO MODERN OR TRADITIONAL
FURNISHINGS**

Sold Only
In Double
Rolls

53c

Regular . . . Single Roll 8 Yards

Sold Only
In Double
Rolls

70c

Pre-Pasted Single Roll 8 Yards

For gracious living . . . the charm of traditional leaf motif, carried out in simple flowing modern lines. Muted tones form a perfect background for living room or dining room arrangements. These pleasant colorings are especially suggested for traditional settings. Pre-trimmed, easy to hang . . . easier still with Pre-Pasted.

HARMONY HOUSE SIDEWALL PAPERS

Your choice . . . Regular or Pre-Pasted

Harmony House colors: Dawn gray and Mint green

Pre-Pasted . . . 53 C 05867—Has all of the features of the sampled pattern PLUS pre-pasting and "Do-it-Yourself" Dispenser included with 5 double rolls, or more. Double roll 16 yards long and 18 inches wide.

Shipping wt. 2 lbs. 8 oz. **\$1.40**

Regular . . . 53 C 05225—See actual sample on other side. Double roll 16 yards long and 18 inches wide. Not pre-pasted.

Shipping weight 2 lbs. 8 oz. **\$1.06**

Harmony House: Smoke gray and Federal gold

Pre-Pasted . . . 53 C 05860—Same pattern and features as the pre-pasted above, but different colors. Double roll.

Shipping weight 2 lbs. 8 oz. **\$1.40**

Harmony House: Dawn gray and Tuscan wine—(Not sampled.)

Regular . . . 53 C 05226—Same pattern as regular above but Tuscan wine background color. (Not pre-pasted.) Double roll.

Shipping weight 2 lbs. **\$1.06**

HARMONY HOUSE BORDERS TO MATCH

HH Dawn gray and Mint green . . . Pre-Pasted—2½ in. wide.

53 C 055867—Shpg. wt. per yard, 1 oz. **7c**

HH Dawn gray and Mint green . . . Regular—2½ in. wide.

53 C 055225—Shpg. wt. per yard 1 oz. **7c**

HH Smoke gray and Federal gold . . . Pre-Pasted—2½ in. wide.

53 C 055860—Shpg. wt. per yard, 1 oz. **7c**

HH Dawn gray and Tuscan wine . . . Regular—2½ in. wide.

53 C 055226—Shpg. wt. per yard, 1 oz. **7c**

HARMONIZING CEILING PAPERS

Pre-Pasted . . . 53 C 05009—Double roll 16 yards, 18 in. wide.

Shipping weight 2 lbs. 4 oz. **\$1.20**

Regular . . . 53 C 03010—White embossed. Not shown. Double

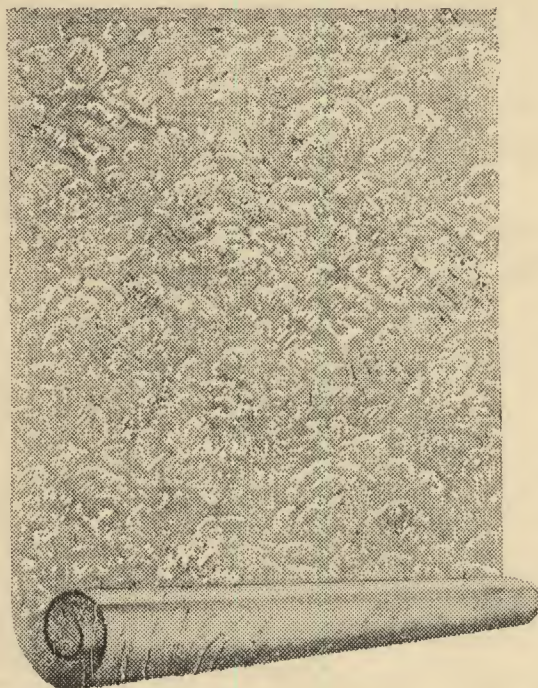
roll 16 yards long, 18 inches wide. Wt. 2 lbs. 6 oz. **88c**





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Excellent	Suitable			Excellent

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'SEA FOAM'

A SPARKLING EMBOSSED PATTERN
WITH RICH, PLASTER-LIKE EFFECT

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

The soft metallic glow of the background adds to the richness of this artistically embossed paper . . . makes it ideal for any downstairs room. Graceful design and texture—reminiscent of foaming surf—brings a note of graciousness to your home. The backgrounds give you complete freedom to work with any color scheme or patterns to best suit your furnishings. Besides the metallic background and white shown, 'SEA FOAM' is also available with just a hint of multicolor pastels. Both are Pre-Trimmed papers to make hanging easier. Both are guaranteed sunfast and washable for at least three years.

HARMONY HOUSE SIDEWALL PAPERS

Metallic background

53 C 05752—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 pounds 8 oz. \$1.06

Polychrome

53 C 05753—Same pattern as above, but with background

in delicate multi-colors instead of green-gold. Double roll. Shipping weight 2 pounds 8 ounces \$1.06

BORDERS TO MATCH

Metallic background

53 C 045752—2¼ inches wide.

Polychrome

53 C 045753—2¼ inches wide.

Shipping weight per yard 1 ounce per yard 7c

CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

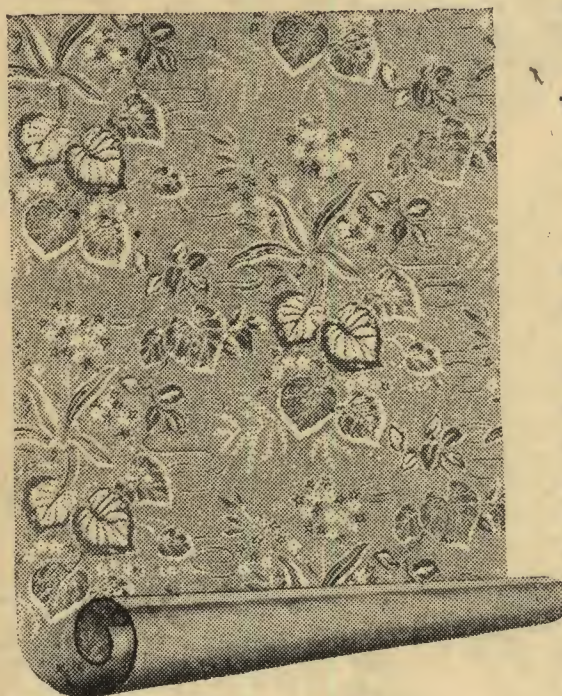
Shipping weight 2 pounds 6 ounces 88c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'EMBOSSSED VINES'

GRACEFUL DESIGN IN MUTED COLORS
TO GIVE ROOMS A SPACIOUS FEELING

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

An ideal paper for walls that need warmth and design, but where colors must take "second place." There's a feeling of hospitality and dignity that just "goes" with traditional furnishings . . . yet the simplicity of design and use of metallic golden tones will justify a modern setting, too. Excellent for use in living and dining rooms, good for hall or dinette. Colors are guaranteed by Sears to stay fresh-looking for at least three years . . . are sunfast and washable. The extra heavy weight paper is Pre-Trimmed so that hanging is easier. Enjoy the satisfaction of hanging this paper yourself.

HARMONY HOUSE SIDEWALL PAPER

Gray

53 C 05750—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 6 oz. \$1.20

BORDER TO MATCH

Gray

53 C 045750—2½ inches wide.

Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White. Embossed.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces. 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

PLASTIC WALLPAPER COATING

Quart covers 150 sq. ft. one coat.

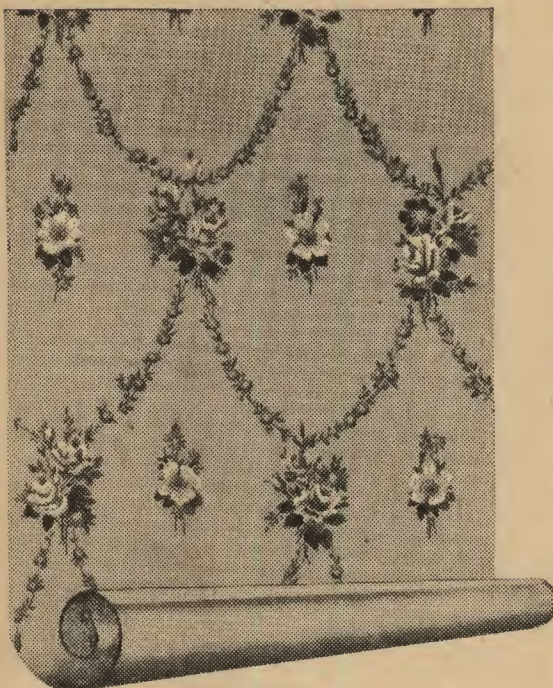
53 C 2703—Quart can. Shpg. wt. 3 lbs. 5 oz. \$1.10





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



'JULIET'

**A LIGHT-HEARTED AND GAY PATTERN
FOR A TEEN-AGER'S DREAM ROOM**

Sold Only
In Double
Rolls

53c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

So completely dainty and feminine it will win the hearts of young girls. So sweetly old-fashioned it will charm Grandmother, too. Delicate orchid flower garlands drape gracefully on a Harmony House Aquamarine background to join small bouquets of yellow roses. These perky bouquets will go a long way toward making your traditional bedroom look brand new. Costs little, too. Hang it yourself and save. Guaranteed by Sears to be sunfast and washable for a period of at least three years. Order more than you need . . . have enough for brightening a powder room or closet. Cover the waste basket. Line the shelves.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

GIRL'S ROOM	BED-ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	24	12.62	9.10

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER

Harmony House Aquamarine with Sunshine yellow
53 C 05257—See actual sample on other side. Sunfast
and washable. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 lbs. \$1.06

HARMONY HOUSE BORDER TO MATCH

Harmony House Aquamarine with Sunshine yellow
53 C 055257—2 inches wide.
Shipping weight per yard 1 ounce per yard 7c

HARMONIZING CEILING PAPER

53 C 03020—Not shown. White. Embossed.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds 6 oz. 88c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	LIVING ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Good	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	24	10.02	6.90

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'Maple and Ivy'

QUIET IN COLOR AND DESIGN . . .
A RESTFUL PATTERN FOR DOWNSTAIRS

Sold Only
In Double
Rolls

39c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Beautifully designed, softly colored maple leaves on a delicate tracery of vines. As restful as an ivy-covered cottage. Blends well with many color schemes . . . especially attractive with traditional or early American furnishings. Light in tone and pattern, it will bring the effect of added sunlight to dim rooms. Available on Harmony House Parchment beige ground with rose and green if you prefer a deeper tone effect. Heavy weight and Pre-Trimmed to make hanging easier. Guaranteed sunfast and washable for at least three years . . . you can wipe away smudges with just a swish of a damp cloth.

HARMONY HOUSE SIDEWALL PAPERS

White with lt. yellow and gray

53 C 05304—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 pounds78c

Harmony House Parchment beige with rose and green

53 C 03400—Same pattern as above, but with background in Harmony House Parchment beige instead of white. Double roll.

Shipping weight 2 pounds78c

HARMONY HOUSE BORDERS TO MATCH

White with lt. yellow and gray

53 C 055304—2½ inches wide

Harmony House Parchment beige with rose and green.

53 C 053400—2¼ inches wide.

Shipping weight per yard 1 ounceper yard 6c

HARMONIZING CEILING PAPER

53 C 05030—Not shown. White.

Double roll 16 yards long and 18 inches wide.

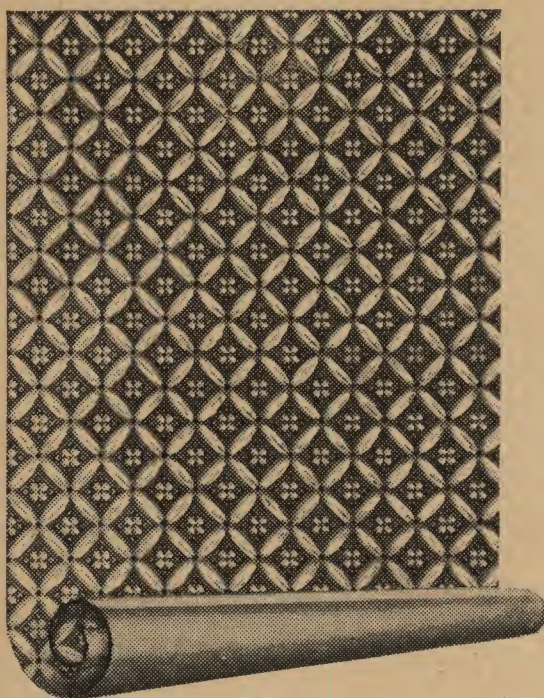
Shipping weight 2 pounds78c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



'JAMESTOWN'

PROVINCIAL FAVORITE FOR
BEDROOMS OR DOWNSTAIRS

Sold Only
In Double
Rolls

46c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Here in your choice of two lovely colors, Harmony House Dawn gray or bronze green, is the ideal small scale design favored for so many rooms. Whether you use 'JAMESTOWN' as a companion-paper, or alone as a bedroom or downstairs paper, you'll be delighted with the result. Its fresh, neat design makes small rooms look larger . . . looks well with provincial or traditional furniture. Pre-Trimmed to be easier for you to hang.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors, in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent			Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Dawn gray . . . 53 C 05306

Bronze green . . . 53 C 05305

See actual sample on other side. Both are sunfast and washable. Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds.92c

HARMONY HOUSE BORDERS TO MATCH

Harmony House Dawn gray . . . 53 C 055306

Bronze green . . . 53 C 055305

Shipping weight per yard 1 ounce.per yard 6c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces.88c

Supplies to order with your paper

WORKMASTER CELLULOSE ADHESIVE

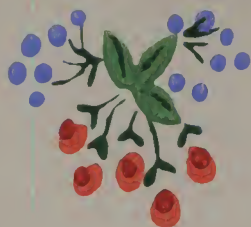
A clear adhesive that almost eliminates most paste stains. Enough for average 10x12-foot room or 6 double rolls.

53 C 511—7-oz. package. Shpg. wt. 12 oz.55c

MASTER-MIXED WALLPAPER REMOVER

Just mix with water. 4 ounces for 10x12-foot room.

53 C 530—4 ounces. Shipping weight 10 ounces. . . .33c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	NUR-SERY	DINETTE	DEN	BATH	POWDER ROOM
Ideal	Suitable	Suitable			Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	24	13.60	10.08

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'FLOWER MARKET'

QUAINT BASKETS OF FLOWERS
DELIGHTFULLY GAY AND CAREFREE

Sold Only
In Double
Rolls

60c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Crisp flower arrangements . . . exquisite in coloring and freshness. Smartly grouped on a soft Harmony House Dawn gray background to give a spark of new life to "tired" rooms. Choose with a Harmony House Cherry pink background for a cheerful nursery. Available in white, a real room-brightener. Adaptable in powder rooms, too. Or just for fun—put 'FLOWER MARKET' in your breakfast room, watch spirits rise! Pre-trimmed so you can hang it easily. You do-it-yourself—you save much of the total cost. Guaranteed to be sunfast-washable.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Dawn gray..53 C 05195

Harmony House Cherry pink..53 C 05194

White..53 C 05196

See actual sample on other side. All are sunfast. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 8 oz. \$1.20

HARMONY HOUSE BORDERS TO MATCH

Harmony House Dawn gray..53 C 055195

Harmony House Cherry pink..53 C 055194

White..53 C 055196

All are 2 inches wide.

Shipping weight per yard 1 ounce. per yard 7c

HARMONIZING CEILING PAPER

53 C 03010—Not shown. White. Embossed.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 6 ounces. 88c

Supplies to order with your paper

WORKMASTER CELLULOSE ADHESIVE

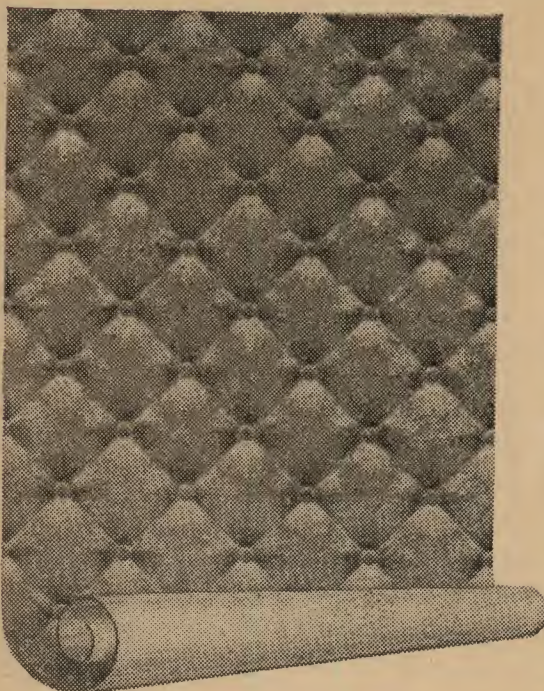
A clear adhesive that eliminates most paste stains. Enough for a 10x12-foot room.

53 C 511—7-oz. package. Shpg. wt. 12 oz. 55c



Pre-Pasted and **Pre-Trimmed** —for easiest hanging
FOR LAP SEAM

GUARANTEED SUNFAST • WASHABLE • EXTRA HEAVY • EMBOSSED



'SALON'

**TEXTURED PATTERN WITH A
THIRD DIMENSIONAL LOOK**

Sold Only
In Double
Rolls

60c

Sold Only
In Double
Rolls

80c

Regular : : : Single Roll 8 Yards
Sidewall Pattern 53 C 03171

Pre-Pasted Single Roll 8 Yards
Sidewall Pattern 53 C 05302

A stunningly simple pattern with a third dimensional quality that's proportioned to give your room a quiet dignity. Harmonizes beautifully with traditional or provincial furniture in any room in your home. Order it in the Harmony House colors listed below: Sage green, Dawn gray, dk. Mint green, Tuscan wine, or Pre-Pasted in Sunshine yellow, listed below.

SIDEWALL PAPERS (Not Pre-Pasted)

See actual sample in Sage green on other side. All are sunfast and washable. Double roll 16 yds. long, 18 in. wide.

Harmony House Sage green..53 C 03171

Harmony House Dawn gray..53 C 03170

Shipping weight 2 lbs. 8 oz.....\$1.20

SIDEWALL PAPERS (Not Pre-Pasted)

Same pattern as above—not sampled.

Harmony House Dark Mint green..53 C 03168

Harmony House Tuscan wine..53 C 03169

Shipping weight 2 lbs. 8 oz.....\$1.40

HARMONY HOUSE BORDERS TO MATCH

HH Sage green..53 C 053171—2¼ inches wide.

HH Dawn gray..53 C 053170—2¼ inches wide.

HH Dk. Mint green..53 C 053168—2¼ inches wide.

HH Tuscan wine..53 C 053169—2¼ inches wide.

Shipping weight per yard 1 ounce.....per yard 7c

HARMONY HOUSE CEILING PAPER

53 C 03010—Not shown. White. Double roll 16 yards long and 18 inches wide. Shpg. wt. 2 lbs. 6 ozs. .88c

Sears paint colors go together with Sears wallpaper colors; See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Regular without Ceiling	Prepasted without Ceiling
10x12 ft.	5	2	16	\$ 7.12	\$ 9.12
12x14 ft.	6	3	20	8.60	11.00
14x16 ft.	7	4	24	10.08	12.88

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Same Pattern Above Also Pre-Pasted

Wallpaper hanging becomes marvelously easy with Sears Pre-Pasted Wallpaper. Pattern is identical with patterns above, but colors differ. Also Pre-Trimmed.

PRE-PASTED SIDEWALL PAPER

Harmony House Sunshine yellow..53 C 05802

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 lbs. 8 oz.....Per double roll \$1.60

PRE-PASTED BORDER TO MATCH

Harmony House Sunshine yellow..53 C 053873

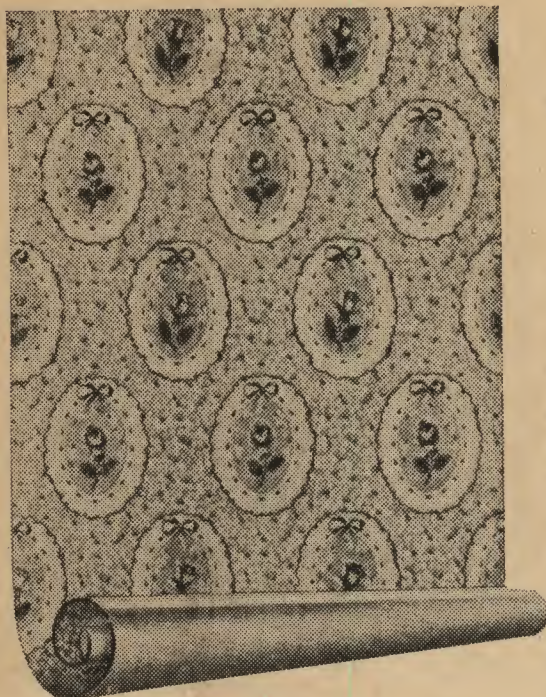
Shipping weight per yard 1 ounce.....Yard 7c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT • LONG WEARING



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED ROOM	NURSERY	BATH	HALL OR STAIRWAY
		Excellent	Good		Suitable

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	24	11.40	7.88

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

Page 56 • Sidewall sample 53 C.05268 • Sears Roebuck and Co. 555

'RUFFLES'

DAINTY AS A COLONIAL MISS . . .
FRESH AND CHEERY FOR YOUR BEDROOM

Sold Only
In Double
Rolls

46c

See Order Blank
for Sears
Easy Terms

Single Roll 8 Yards

A breath of old-fashioned warmth and hospitality for your bedroom . . . and a dream in the nursery, too. Roses delicately framed in ribbon-tied ruffles, nestled on a background of daisies. As fresh as the morning dew . . . so good with colonial maple or traditional furniture. An ideal pattern for that little girl of yours who is growing to love pretty, frilly things. It's pre-trimmed—easy to hang when you do it yourself! Guaranteed to be both sunfast and washable . . . will give you a minimum of 3 years' wear. Hanging instructions are included with each order.

HARMONY HOUSE SIDEWALL PAPER

Harmony House Smoke gray background with soft rose and blue.

53 C 05268—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs.92c

BORDER TO MATCH

Harmony House Smoke gray background with soft rose and blue.

53 C 055268—2½ inches wide. Shipping weight per yard 1 ounceper yard 6c

HARMONIZING CEILING PAPER

53 C 03020—Not shown. White embossed. Double roll 16 yards long and 18 inches wide. Shipping weight 2 lbs. 6 oz.88c

Supplies to order with your paper

PROFESSIONAL TRIMMING OUTFIT

6-foot brass bound straight edge, rotary trimmer with 2-inch stainless steel wheel knife and zinc cutting strip.

53 C 0638L—6-ft. size. Shpg. wt. 7 lbs.\$9.89

For other tools and supplies, see pages 72-73.





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper Included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	24	10.02	6.90

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'HARDING'

MODERN DOWNSTAIRS PAPER . . . STYLE-
PERFECT FOR TODAY'S INTERIORS

Sold Only
In Double
Rolls

39c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Color is the keynote in modern home decorating. And whether your furnishings be modern or traditional, you will find this rich pattern not only blends with them, but actually adds to their distinction. A cool, restful design . . . one that "holds" a room as a unit. Choose from two lovely Harmony House shades that will go with almost any decorating scheme . . . the soft Sage green, or warm Parchment beige. The design itself is quiet . . . lets your own taste in color notes and highlights take their rightful place. As versatile as can be for downstairs rooms. Takes plenty of wear, for it's sunfast, washable.

HARMONY HOUSE SIDEWALL PAPERS

Harmony House Color: Sage green

53 C 05301—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs.78c

Harmony House Parchment beige (Not illustrated.)

53 C 05302—Same pattern as above, but with tones of smart Parchment beige instead of green. Double roll. Shipping weight 2 lbs.78c

HARMONY HOUSE BORDERS TO MATCH

Harmony House Sage green

53 C 055301—2½ inches wide.

Harmony House Parchment beige

53 C 055302—2½ inches.

Shipping weight per yard 1 ounce.per yard 6c

HARMONIZING CEILING PAPER

53 C 05030—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds.78c





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED ROOM	POWDER ROOM	NURSERY	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Good			

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	24	10.02	6.90

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

Summer Nosegay'

CRISP AND FRESH-LOOKING AS CHINTZ
CURTAINS IN THE MORNING SUN

Sold Only
In Double
Rolls

39c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

You'll love the delicate coloring and lighthearted gaiety of "SUMMER NOSEGAY" in your bedroom or powder room. The nursery will take on a note of cheer, too. Here's a pattern that's right at home with your traditional or maple pieces. Clear blue, rose and white flowers cluster on just a figment of shimmered ribbon. The background is Harmony House Spice beige . . . making a wonderful combination of colors you can live with and enjoy for many years to come. Pre-trimmed and guaranteed washable and sunfast, so it's easy to hang . . . easy to clean.

HARMONY HOUSE SIDEWALL PAPER

Harmony House color: Spice beige

53 C 05331—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs.78c

HARMONY HOUSE BORDER TO MATCH

Harmony House Spice beige

53 C 055331—2½ inches wide.

Shipping weight per yard 1 ounceper yard 6c

HARMONIZING CEILING PAPER

53 C 05030—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds78c

Supplies to order with your paper

MASTER-MIXED RESIN WALLPAPER COATING

One quart covers 150 sq. ft. one coat.

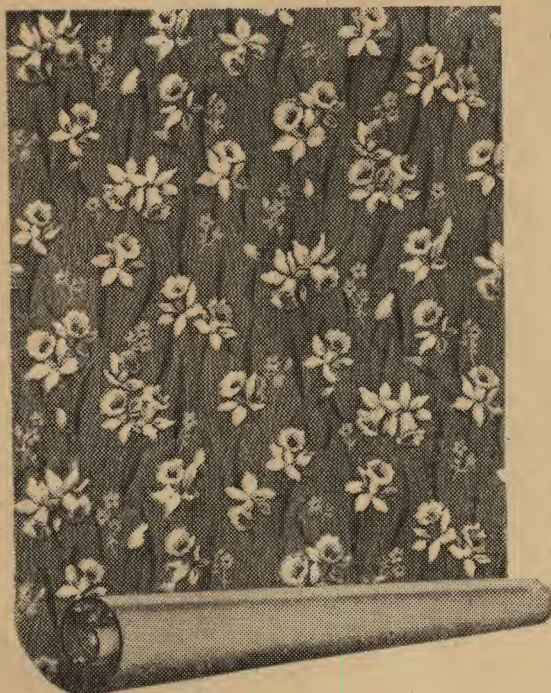
53 C 2703—Quart can. Shpg. wt. 3 lbs. 5 oz. . . . \$1.10





—for easier hanging

GUARANTEED SUNFAST • WASHABLE • HEAVY WEIGHT



Sears paint colors go together with Sears wallpaper colors: See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	POWDER ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

See other side of this sheet for Actual Size Wallpaper Sample

Page 59 • Sidewall sample 53 C 05263 • Sears, Roebuck and Co. 555

'JONQUILS'

A WHISPER OF SPRINGTIME FOR YOUR BEDROOM THE YEAR 'ROUND

Sold Only
In Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Nostalgic and relaxing—you may day-dream a bit of springtime in the midst of winter's dreary days. Gay little jonquils are splashed willy-nilly on the most luscious shade of orchid. Then, just for fun, little blue forget-me-nots appear so shyly. It's strictly traditional . . . but you'd be surprised how modern bedroom furniture will adopt it for a background, too. There's just one color for this pattern—nothing else would do! Again, it's guaranteed sunfast and washable for years of service. Pre-trimmed so it's easy to hang.

HARMONY HOUSE SIDEWALL PAPER

Orchid with yellow

53 C 05263—See actual sample on other side. Sunfast and washable. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 64c

HARMONY HOUSE BORDER TO MATCH

Orchid with yellow

53 C 055263—2½ inches wide.

Shipping weight per yard 1 ounce per yard 6c

HARMONIZING CEILING PAPER

53 C 05032—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 4 ounces 64c

Supplies to order with your paper

WORKMASTER BETTER TOOL KIT

All the tools you need. Instructions included.

53 C 551—7-piece kit. Shpg. wt. 2 lbs. 1 oz. \$2.69

For other Tools and Supplies see pages 72-73.



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'MCKINLEY'

STYLE-PERFECT, SUNFAST PATTERN TO
WORK MAGIC IN DOWNSTAIRS ROOMS

Sold Only
in Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A glorious symphony of colorful flowers and foliage on a warm background of Harmony House Tuscan wine . . . bright and gay as the dining room, dinette, living room or hall of your dreams. Use it wherever you wish, any downstairs room, combined with traditional or modern furnishings and see your room brighten. Notice also the charming companion paper 'JAMESTOWN' on page 53. With these two patterns, you can "do over" your downstairs at remarkably low cost. Both are guaranteed sunfast for 3 years.

HARMONY HOUSE SIDEWALL PAPER

Harmony House Color: Tuscan wine and gray.

53 C 03515—See actual sample on other side. Guaranteed sunfast. (Not washable.) Double roll 16 yds. long, 18 inches wide. Shipping weight 2 lbs.64c

HARMONY HOUSE BORDER TO MATCH

Harmony House Tuscan wine

53 C 053515—2½ inches wide.

Shipping weight per yard 1 ounce.per yard 6c

HARMONIZING CEILING PAPER

53 C 03038—Not shown. White. (Not washable.)

Double roll 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. . . .64c

Supplies to order with your paper

RESIN WALLPAPER COATING

53 C 2703—Quart can. Enough for 150 square feet.

Master-Mixed. Shipping weight 3 lbs. 5 oz. \$1.10

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c

MASTER-MIXED WALLPAPER REMOVER

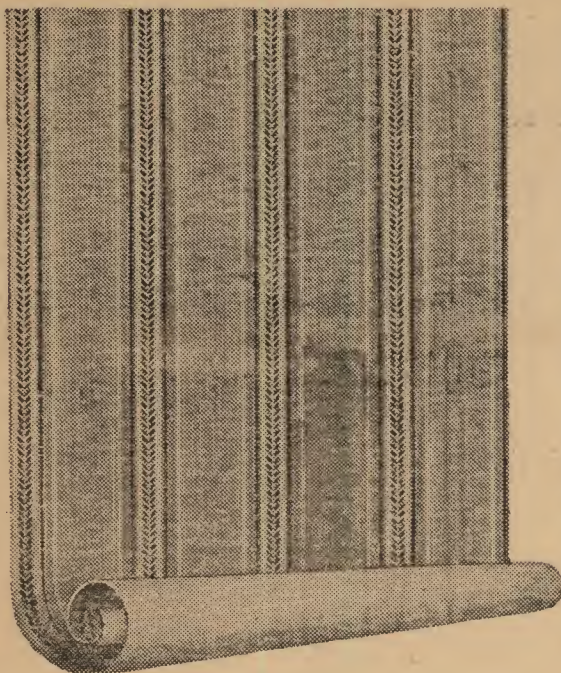
To remove old wallpaper in about half the usual time. Enough for two average 10x12-ft. rooms.

53 C 531—8-oz. bottle. Shpg. wt. 1 lb. 2 oz.55c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'ADAM STRIPE'

DIGNIFIED CLASSIC STRIPE IN YOUR
CHOICE OF THREE COLORS

Sold Only
In Double
Rolls

27c

See Order Blank
For Sears
Easy Terms

Single Roll 8 yards

Straight and simple, this striped pattern will look well in several rooms in your home. Order it in your choice of two Harmony House colors Mint green or Sunshine yellow, or in colonial blue, and use it in several adjoining rooms with strikingly effective results. Its clean simplicity is attractive and versatile, combines nicely with either modern or traditional furnishings. Semi-Trimmed, guaranteed sunfast, and so reasonably priced that you can "do over" a number of rooms at low cost.

Sears paint colors go together with Sears wallpaper colors: See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	BED-ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Suitable	Ideal	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	24	7.14	4.98

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS (Not Washable)

Harmony House Mint green.....53 C 03567
Harmony House Sunshine yellow.....53 C 03568
Colonial blue.....53 C 03569
See actual samples on other side. All guaranteed sunfast for 3 years. Double roll 16 yards long, 18 inches wide.
Shipping weight 2 lbs.....54c

HARMONY HOUSE BORDERS TO MATCH

Harmony House Mint green
53 C 053567—1½ inches wide.
Harmony House Sunshine yellow
53 C 053568—1½ inches.
Colonial blue
53 C 053569—1½ inches wide.
Shipping weight per yard 1 ounce.....per yard 5c

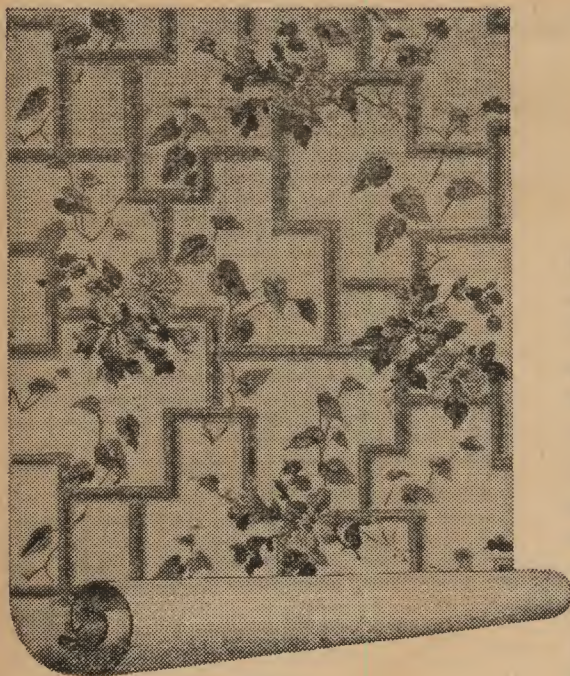
HARMONIZING CEILING PAPERS

53 C 03041—Not shown. White.
Double roll 16 yards long and 18 inches wide.
Shipping weight 2 pounds.....54c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store... or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BREAK-FAST	HALL OR STAIRWAY
Ideal		Excellent	Good	Suitable	Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	24	8.48	5.92

For more complete table of room sizes, see Page 71

◀ See other side of this sheet for
Actual Size Wallpaper Sample

'Trellis and Flowers'

CHEERFUL AS A GARDEN ON A
BRIGHT, SUNSHINY SUMMER DAY

Sold Only
In Double
Rolls

32c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Brighten your home with sunshine... the warmth of red flowers against a Harmony House Sunshine yellow background. A gray trellis and green leaves balance the vivid red and yellow to bring you a paper that's perfect for kitchen or breakfast room... gives a separate effect to your informal dining area. The colors are guaranteed sunfast for three years... stay cheerful and new-looking on your walls. And it's easy to afford at this low price.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Color: Sunshine yellow

53 C 05545—See actual sample on other side. Guaranteed sunfast. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.....64c

HARMONY HOUSE BORDER TO MATCH

Harmony House Sunshine yellow

53 C 05545—2 inches wide. Shipping weight per yard 1 ounce.....per yard 6c

HARMONIZING CEILING PAPER

53 C 03038—Not shown. White.

Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds.....64c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle enough for 10 x 12-ft. room.

53 C 530—4-oz. Shpg. wt. 10 oz.....33c

WORKMASTER GOOD TOOL KIT

All the tools you need for a complete job.

53 C 550—7-Piece. Shpg. wt. 2 lbs.....\$1.45



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'Pussywillow Print'

DAINTY PATTERN TO WORK LOW
COST MIRACLES IN ANY ROOM

Sold Only
In Double
Rolls

27c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

In any room in your home, upstairs or down, dainty 'PUSSYWILLOW PRINT' will achieve a bright miracle in charming color at low cost. It's bright and colorful as a spring morning . . . provides a warm background for your favorite traditional furnishings. Order it for any bedroom, any room downstairs, and see how the sunfast colonial blue background and brilliant blossoms in accent notes of Harmony House Tuscan rose and wine transform that room like magic. And all at a low price that will enable you to do more decorating than you'd thought possible.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	24	7.14	4.98

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Colonial blue background

53 C 03561—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yards long, 18 inches wide.

Shipping weight 2 lbs.54c

BORDER TO MATCH

Colonial blue

53 C 03561—2¼ inches wide.

Shipping weight per yard 1 ounce.per yard 5c

CEILING PAPER

53 C 03041—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds.54c

Supplies to order with your paper

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal			Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	24	7.14	4.98

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'GRADUATION'

SPARKLING BEDROOM PAPER FOR
SWEET GIRL GRADUATES OF ANY AGE

Sold Only
in Double
Rolls

27c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A completely charming bedroom paper that is attractive, practical and inexpensive. Its gay festoons of pink and red roses and green leaves on a dainty Harmony House Federal gold background will recall Graduation Day to sister Sue and Mother, too, and probably to Grandma as well! What a bright, cheerful room it will make of even your darkest bedroom; and look at the transformation in your favorite bedroom. And at such low cost! Order 'GRADUATION' today. Colors guaranteed sunfast for 3 years to be dainty-looking, and stay that way.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Color: Federal gold
53 C 03560—See actual sample on other side. Guaranteed sunfast. Double roll 16 yds. long, 18 inches wide. Shipping weight 2 pounds.54c

HARMONY HOUSE BORDER TO MATCH

Harmony House Federal gold
53 C 053560—2¼ inches wide. Shipping weight per yard 1 ounce.per yard 5c

HARMONIZING CEILING PAPER

53 C 03041—Not shown. White. Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds.54c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Economical to use. Enough for 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'SALEM INN'

SENSATIONAL VALUE IN A DAINTY,
FEMININE-LOOKING BEDROOM PAPER

Sold Only
In Double
Rolls

27c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

An enchanting paper to please any woman who delights in a pattern that's dainty and smart. Imagine it with white ruffled curtains and white accessories! The delicate orchid background with its floral accents of Harmony House Federal gold and colonial blue makes any bedroom bright and cheerful, yet note the low price! A paper of high quality and style at a low, Sears price. Semi-trimmed, so hang it yourself and save . . . paper an extra room with the saving.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
		Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	24	7.14	4.98

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

SIDEWALL PAPER (Not Washable)

Orchid

53 C 03562—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.54c

BORDER TO MATCH

Orchid

53 C 053562—2¼ inches wide. Shipping weight per yard 1 ounce.per yard 5c

CEILING PAPER

53 C 03041—Not shown. White. Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds.54c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls. 53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

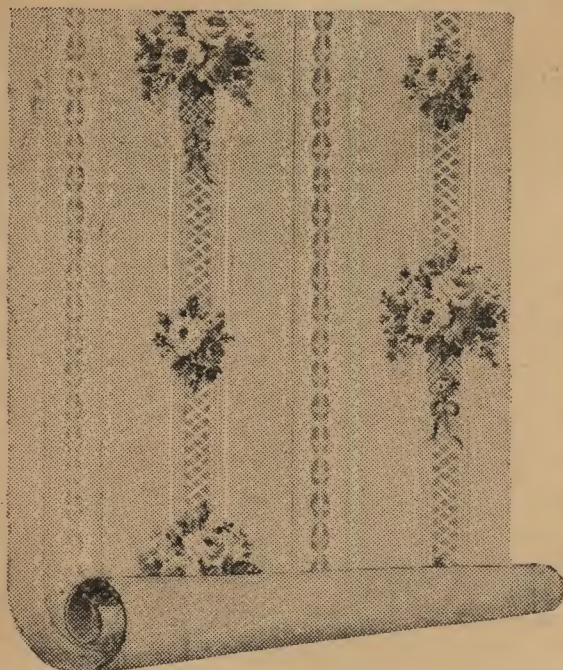
WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better. 53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'ATLANTIC HOUSE'

DAINTY BEDROOM PAPER WITH
UNUSUAL DECORATING POSSIBILITIES

Sold Only
In Double
Rolls

22c

See Order Blank
For Sears
Easy Terms

Single Roll 8 yards

A bedroom paper that's bright, cheerful and decorative, and best of all, costs you so little. The background for the colorful floral bouquets and alternating stripes is a cool Harmony House Pacific blue. The colors in this pattern stay bright and new-looking. Sears guarantees them sunfast for at least three years. In rooms with sunny south or west exposures, accent the cool blue stripes. In a room with north or east exposures, accent the flower tones. You'll enjoy having 'ATLANTIC HOUSE' in at least one room because of its tremendous decorating opportunities . . . enjoy the low Sears price, too!

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House
Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
	Suitable	Ideal	Good		Suitable

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$3.88	\$3.00
12x14 ft.	6	3	20	4.96	3.64
14x16 ft.	7	4	24	6.04	4.28

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 65 • Sidewall sample 53 C 03625 • Sears, Roebuck and Co. 555

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Color: Pacific blue

53 C 03625—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 44c

HARMONY HOUSE BORDER TO MATCH

Harmony House Pacific blue

53 C 053625—2½ inches wide.

Shipping weight per yard 1 ounce per yard 5c

HARMONIZING CEILING PAPER

53 C 03045—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 44c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

For other Tools and Supplies see pages 72-73.



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	24	7.14	4.98

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 67 • Sidewall sample 53 C 03551 • Sears, Roebuck and Co. 555

'LEAF SHADOWS'

LOW PRICED, LOVELY . . . SENSATIONAL
VALUE FOR DOWNSTAIRS ROOMS

Sold Only
In Double
Rolls

27c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

Here is something special! 'LEAF SHADOWS', a really low priced paper that combines beautifully with your prized provincial or traditional furniture, looks wonderful in your downstairs rooms, yet keeps you within your redecorating budget! The pattern has a charming all-over effect, yet is so well spaced that it always seems light and airy. The sunfast colors of Harmony House Chartreuse and valley rose are beautifully accented by the soft gray background, and all are combined into a gay, vine-like pattern that will twine its way into your heart!

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House colors: Dawn gray and Chartreuse

53 C 03551—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.54c

HARMONY HOUSE BORDER TO MATCH

Harmony House Dawn gray and Chartreuse

53 C 053551—2 3/8 inches wide. Shipping weight per yard 1 ounce.per yard 5c

HARMONIZING CEILING PAPER

53 C 03041—Not shown. White.

Double roll 16 yards long and 18 inches wide. Shipping weight 2 pounds.54c

Supplies to order with your paper

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c

For other Tools and Supplies see pages 72-73.



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



'VIRGINIA CITY'

ATTRACTIVE AND BUDGET-PRICED

Sold Only
In Double
Rolls

19c

See Order Blank
For Sears
Easy Terms

Single Roll 8 Yards

A gay floral pattern that's fresh and inexpensive. The design is crisp and sparkling and stays that way because it has Sears three year sunfast guarantee. The background color is a cool Parchment beige that can be used in the bedroom or downstairs with provincial as well as traditional settings. With this cheery floral paper combine furnishings in Harmony House Mint green, Parchment beige and Dawn gray. Semi-Trimmed . . . takes just a minimum of time and money for a fresh, new-looking room.

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BED-ROOM	HALL OR STAIRWAY
Suitable	Suitable		Good	Excellent	Good

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Low as, with Ceiling	Low as, without Ceiling
10x12 ft.	5	2	16	\$3.30	\$2.54
12x14 ft.	6	3	20	4.22	3.08
14x16 ft.	7	4	24	5.14	3.62

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

HARMONY HOUSE SIDEWALL PAPERS (Not Washable)

Harmony House Parchment beige . . 53 C 03660—See sample on other side. Guaranteed sunfast for 3 years. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.38c

HARMONY HOUSE BORDER TO MATCH

Parchment beige . . 53 C 053660—2½ inches wide. Shipping weight per yard 1 ounce.per yard 4c

HARMONIZING CEILING PAPERS

Double roll 16 yards long, 18 in. wide. Shpg. wt. 2 lbs. White . . 53 C 03046—Not shown.38c Cream . . 53 C 03047—Not shown.38c

Supplies to order with your paper

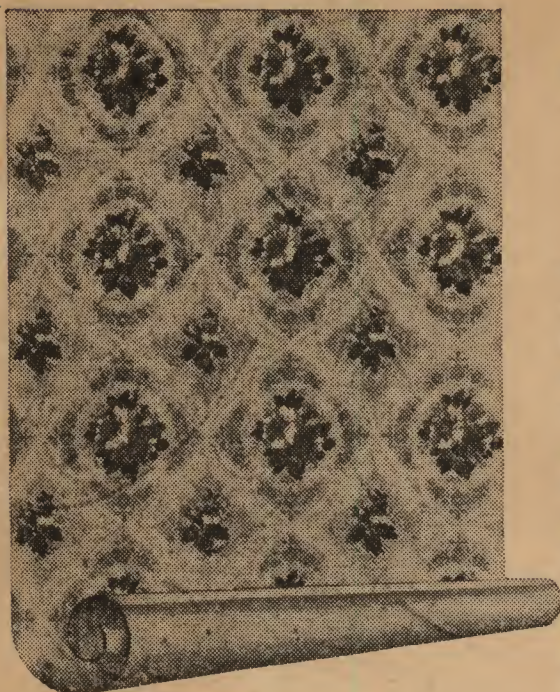
WORKMASTER HINGED PASTE BOARD

22½ in. wide, 72 in. long. Sturdy wood construction. Folds easily for storing. Zinc cutting strip included. 53 C 06671—6-foot board. Shpg. wt 17 lbs. \$5.85



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	KITCHEN	HALL OR STAIRWAY
	Suitable	Excellent			

Estimated cost of complete rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	24	10.02	6.90

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

Page 69 • Sidewall sample 53 C 05536 • Sears, Roebuck and Co. 555

'FREMONT'

MAKES YOUR TRADITIONAL BEDROOM
RADIATE WITH A NEW CHARM

Sold Only
In Double
Rolls

39c

See Order Blank
For Sears
Easy Terms

Single Roll 8 yards

So quaint, so charmingly designed, it might well have come from one of the famed homes of history. A perfect setting for fine old colonial or traditional furniture. Colorful and room-brightening, yet subdued by the restful tones of the Harmony House Malibu pink background. It costs so little, too. You can renovate a big 14x16-foot master bedroom—ceiling and all—for under \$11. Paper is Semi-trimmed, helps make your hanging job easier. Guaranteed sunfast for at least 3 years . . . you can count on your walls staying bright and cheerful.

HARMONY HOUSE SIDEWALL PAPER

Harmony House Malibu pink with blue flowers

53 C 05536—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs.78c

BORDER TO MATCH

Harmony House Malibu pink

53 C 05536—2½ inches.

Shipping weight per yard 1 ounceper yard 6c

CEILING PAPER

53 C 05030—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds78c

Supplies to order with your paper

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle enough for 10 x 12-ft. room.

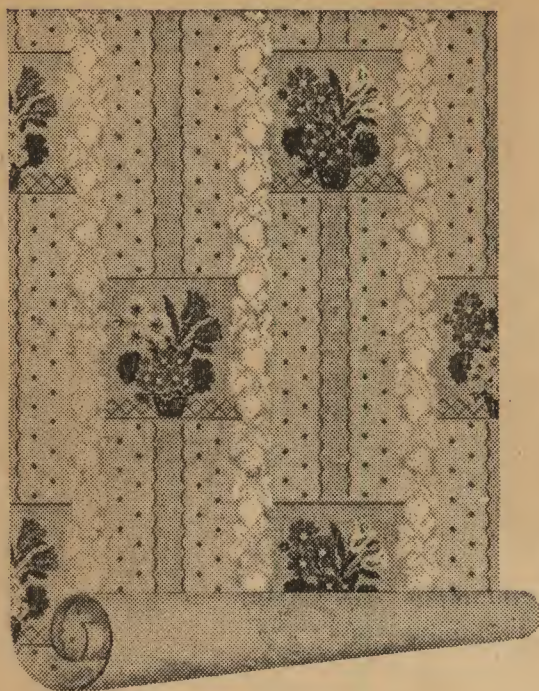
53 C 530—4 oz. Shpg. wt. 10 oz.33c

For other Tools and Supplies see pages 72-73.



Semi-Trimmed—for easy hanging

GUARANTEED SUNFAST • STANDARD WEIGHT • LOW PRICE



Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your Sears retail store . . . or write for Color Card 6533C.

Hanging Instructions for SEARS Harmony House Wallpaper Included with every shipment.

Rooms where this paper can be used

LIVING ROOM	DINETTE	BED-ROOM	KITCHEN	BATH	HALL OR STAIRWAY
	Excellent		Ideal		

Estimated cost of complete rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room Without Ceiling
10x12 ft.	5	2	16	\$3.88	\$3.00
12x14 ft.	6	3	20	4.96	3.64
14x16 ft.	7	4	24	6.04	4.28

For more complete table of room sizes, see Page 71

See other side of this sheet for
Actual Size Wallpaper Sample

'NORTHFIELD'

STRIKING KITCHEN PAPER WITH
UNUSUAL DECORATING POSSIBILITIES

Sold Only
In Double
Rolls

22c

See Order Blank
For Sears
Easy Terms

Single Roll 8 yards

The newest of decorating touches you'll find—be it in Northfield, Westfield or any other neighborhood. In kitchens, breakfast nooks, dining areas—the bright colors sparkle to contrast with gleaming cabinet areas. And here's an idea! Where dinette and kitchen are all in one room, paper the dining area, too! See how it decorates the room, yet keeps the spacious feeling. For sunnier dispositions, try this sunny pattern. True red, yellow and blue potted flowers on Harmony House light Mint green and Smoke gray background. Perky polka dots add their cheer. Guaranteed sunfast for at least three years. Semi-trimmed.

HARMONY HOUSE SIDEWALL PAPER (Not Washable)

Harmony House Color: Mint green

53 C 05620—See actual sample on other side. Guaranteed Sunfast. Double roll 16 yds. long, 18 inches wide.

Shipping weight 2 lbs. 44c

HARMONY HOUSE BORDER TO MATCH

Harmony House Mint green

53 C 055620—2¼ inches wide.

Shipping weight per yard 1 ounce per yard 5c

HARMONIZING CEILING PAPER

53 C 03045—Not shown. White.

Double roll 16 yards long and 18 inches wide.

Shipping weight 2 pounds 44c

Supplies to order with your paper

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

It's easier now than ever to "Do It Yourself"!

SPECIAL! "Do It Yourself" Dispenser (as shown below) is included with 5 double rolls or more of Pre-Pasted, Pre-Trimmed paper ordered from this catalog. This **NEWEST, EASIEST** way to decorate is a faster way to add interest and beauty to the interior of your home. Sears Harmony House Pre-Pasted paper is considered the easiest paper to hang when used with this convenient dispenser . . . takes one-third less time to hang than ordinary wallpaper. No pasting, no trimming for lap seam hanging. Choose from our many

attractive patterns of up-to-the-minute Pre-Pasted wallpaper. All you need in the way of tools to hang this paper is a smoothing brush and trim knife, listed below.

53 C 0790—12-inch Smoothing Brush and Trim Knife.
(3 1/4-inch blade.) Shipping weight 1 pound Set **\$1.10**

53 C 0791—Dispenser. Sturdy double face wax coated chip board. Directions included. Shipping weight 1 pound **39¢**

Pre-Trimmed means the left selvedge has been removed.



Easy-to-use . . . Just add water to Sears "Do It Yourself" Dispenser; insert double roll of Harmony House Pre-Pasted paper and you're ready to begin.



Easiest-to-hang . . . Unroll paper from dispenser and position on wall. Smooth out and cut at bottom. Obtain professional workmanlike results every time.



All you'll need to hang this Pre-Pasted paper is a smoothing brush, cutting blade and "Do It Yourself" Dispenser. See listing above . . . **Order today!**

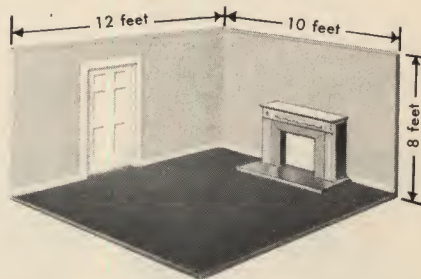
It's easy to figure how much paper you need

FOR USUAL SIZE ROOMS

NOTE! In table below, deductions for doors and windows, and allowances for waste in matching have been made. Don't deduct more unless you have a room that is "all windows"—for such rooms, see instructions at right.

Size of Room in Feet	DOUBLE ROLLS (18-in. wide, 16 yds. long) needed according to height of room		Yards of Border	Double Rolls Ceiling
	8 or 9 Ft. High	10 or 11 Ft. High		
8 by 8	4	5	12	1
8 by 10	4	5	14	2
8 by 12	5	6	15	2
8 by 14	5	6	16	2
9 by 10	5	6	14	2
9 by 12	5	6	16	2
9 by 14	5	7	17	2
9 by 16	6	7	18	3
10 by 10	5	6	15	2
10 by 12	5	6	16	2
10 by 14	6	7	18	3
10 by 16	6	8	19	3
12 by 12	6	7	18	3
12 by 14	6	8	19	3
12 by 16	7	8	21	4
12 by 18	7	9	22	4
13 by 14	6	8	20	3
13 by 16	7	9	21	4
13 by 17	7	9	22	4
13 by 18	8	9	23	4
14 by 14	7	8	20	4
14 by 15	7	9	21	4
14 by 16	7	9	21	4
14 by 18	8	10	24	4
15 by 15	7	9	24	4
15 by 16	8	9	24	4
15 by 18	8	10	24	5
15 by 20	8	11	25	5
16 by 16	8	10	24	4
16 by 18	8	10	25	5
16 by 20	9	11	26	5
16 by 24	10	12	29	6
18 by 24	10	13	31	7

FOR UNUSUAL SIZE ROOMS



FOR UNUSUAL SIZE ROOMS . . . Measure distance in feet around room (Example above: $12 + 12 + 10 + 10 = 44$ ft.). Multiply by height of wall to get square feet of wall space (Example: $44 \times 8 = 352$ sq. ft.).

TO DEDUCT FOR OPENINGS . . . Multiply height of opening by width to get square feet. Example: 6 ft. ht. \times 4 ft. width \times 1 (number of windows) = 24 square feet of window space; 8 ft. ht. \times 3 1/2 ft. width = 28 square feet of door space. Add square feet of all openings (Example: $24 + 28 = 52$ sq. ft.). Subtract total square feet of openings from total square feet of room to get square feet to be papered (Example: $352 - 52 = 300$ sq. ft.).

FOR 18-INCH PAPER . . . Divide total square feet to be papered by 60 to get number of double rolls of sidewall needed. (Example: $300 \div 60 = 5$ double rolls of sidewall paper needed.)

FOR AMOUNT OF CEILING NEEDED . . . Multiply length of room by width and divide by 60 for number of double rolls of ceiling needed. (Example: $10 \times 12 = 120$ sq. ft. \div 60 = 2 double rolls ceiling.)

FOR AMOUNT OF BORDER . . . Use distance in yards around room. (Example: $12 + 12 + 10 + 10 = 44$ ft. \div 3 ft. allowance for matching and spoilage = 47 ft. \div 3 ft. = 16 yards of border.)

ABOUT WALLPAPER HANGING TOOLS . . . After determining how much paper to order, be sure to select proper wallpaper hanging tools. Everything you need—see pages 72-73.

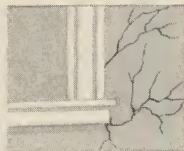
Wall Oilcloth Does Many Jobs Well

All patterns below are sold in single rolls, 24 inches wide, 18 feet long

- Guaranteed greaseproof . . . Guaranteed scrubbable
- Colors guaranteed sunfast for three years
- Sears Wall Oilcloth comes trimmed on both edges . . . all ready to hang
- Easy-to-handle 24-inch width. Hanging instructions with each order
- Strong fabric base coated with durable, waterproof "Latex" paint and completely sealed with a clear, tough plastic coating for long, hard wear



As easy for you to apply as wallpaper



Hides ugly plaster cracks . . . Helps stop added cracking



Guaranteed scrubbable



Perfect base for paper or paint

SHIPPING WEIGHTS: Sidewalls and ceilings per single roll, 3 pounds; 2 1/4-inch borders per 4-yard roll, 5 ounces.

ROOM QUANTITY CHART FOR SIDEWALLS AND WAINSCOTS—BEFORE DEDUCTIONS FOR OPENINGS

Size of room in feet	4 foot high lower wall or upper wall	5 foot high lower wall or upper wall	Height of room 8 feet	Height of room 9 feet	Height of room 10 feet	Yards of border	Single rolls of ceiling
6 x 8	4 Single Rolls	5 Single Rolls	8 Single Rolls	9 Single Rolls	10 Single Rolls	12 Yds.	2 Single Rolls
8 x 8	4 Single Rolls	5 Single Rolls	9 Single Rolls	10 Single Rolls	11 Single Rolls	12 Yds.	2 Single Rolls
8 x 10	5 Single Rolls	6 Single Rolls	10 Single Rolls	11 Single Rolls	12 Single Rolls	16 Yds.	3 Single Rolls
9 x 11	5 Single Rolls	7 Single Rolls	11 Single Rolls	12 Single Rolls	13 Single Rolls	16 Yds.	5 Single Rolls
10 x 12	6 Single Rolls	8 Single Rolls	12 Single Rolls	13 Single Rolls	14 Single Rolls	16 Yds.	5 Single Rolls
12 x 12	7 Single Rolls	9 Single Rolls	13 Single Rolls	14 Single Rolls	15 Single Rolls	20 Yds.	6 Single Rolls
12 x 14	7 Single Rolls	9 Single Rolls	14 Single Rolls	15 Single Rolls	16 Single Rolls	20 Yds.	6 Single Rolls
14 x 14	8 Single Rolls	10 Single Rolls	15 Single Rolls	16 Single Rolls	17 Single Rolls	20 Yds.	7 Single Rolls
14 x 16	8 Single Rolls	10 Single Rolls	16 Single Rolls	17 Single Rolls	18 Single Rolls	24 Yds.	7 Single Rolls
15 x 16	8 Single Rolls	11 Single Rolls	17 Single Rolls	18 Single Rolls	19 Single Rolls	24 Yds.	8 Single Rolls

For unusual rooms measure no. of sq. ft. to be covered. Divide by 30 for no. of single rolls of Wallcloth needed.

NOTICE In above chart no deductions have been made for room openings and cabinets. Deduct 1 single roll of Wall Cloth for every 2 average windows, doorways or other openings. Deduct 1 single roll for every 30 square feet of wall area covered by cabinets, etc.

Patterns and plain tints are put up in "single rolls". A single roll is 18 feet long, 2 feet wide. Borders are in rolls 4 yards long. Order all borders in multiples of 4 yards (4, 8, 12, etc.)

A POND LILY. Upper wall. White, gray, green and rose with silver color accents on black ground. Dramatic pond scene.

53 C 0827Y Single roll **\$2.85**
53 C 02827Y—2 1/4-in. border. Yd. **15c**

53 C 02828Y—Same as above but yellow, white, red, and gray. Harmony House Mint green ground. Single roll **\$2.85**
53 C 02828Y—2 1/4-in. border. Yd. **15c**

53 C 02829Y—Same as above but yellow, white, coral, blue and gray on white ground. Single roll **\$2.85**
53 C 02829Y—2 1/4-in. border. Yd. **15c**

B Lower wall. (Wainscot). Black and white block tile. Glaze finish. Tiles 4 inches square.

53 C 0871Y Single roll **\$2.65**
53 C 02871Y—2 1/4-in. border. Yd. **15c**
53 C 0874Y—Like above but white block tile, red lines. Single roll **\$2.65**
53 C 02871Y—2 1/4-in. border. Yd. **15c**

C BAMBOO AND IVY. Upper wall. Gray white and silver color with green ivy on Harmony House Sunshine yellow ground.

53 C 0802Y Single roll **\$2.85**
53 C 02802Y—2 1/4-in. border. Yd. **15c**

53 C 0803Y—Like "Bamboo and Ivy" left, below but green, charriseau, white and wine on Harmony House Dawn gray ground.

Single roll **\$2.85**
53 C 02803Y—2 1/4-in. border. Yd. **15c**

D Lower wall. Harmony House Sunshine yellow tile. Dull finish.

53 C 0870Y Single roll **\$2.65**
53 C 02870Y—2 1/4-in. border. Yd. **15c**

E BERRY SPOT. Green leaf design with doinky red berries, blue and black accents on white background. Embossed. Makes kitchen warm and inviting.

53 C 0811Y Single roll **\$2.65**
53 C 02811Y—2 1/4-in. border. Yd. **15c**

F COLONIAL. Gay, diagonal pattern with red, green, yellow and black on white ground. Embossed.

53 C 0863Y Single roll **\$2.65**
53 C 02809Y—2 1/4-in. border. Yd. **15c**

G SEA FAN. Pink, rose, green, white and silver color figures on Harmony House light Pacific blue ground. Embossed.

53 C 0820Y Single roll **\$2.85**
53 C 02820Y—2 1/4-in. border. Yd. **15c**

53 C 0822Y—Same as "Sea Fan" left below. Different colors. Harmony House Sunshine yellow background.

Single roll **\$2.85**
53 C 02802Y—2 1/4-in. border. Yd. **15c**

H BIRD CAGE. Vine leaves and cages. Silver color, black, wine, gray on white ground.

53 C 0813Y Single roll **\$2.65**
53 C 02813Y—2 1/4-in. border. Yd. **15c**

53 C 0814Y—Same as above. Different colors. Harmony House Sunshine yellow background. Single roll **\$2.65**

53 C 02802Y—2 1/4-in. border. Yd. **15c**

J SWAN. Graceful swan and foliage in gray, blue and white with silver color accents. Harmony House Cherry pink ground.

53 C 0826Y Single roll **\$2.65**
53 C 02826Y—2 1/4-in. border. Yd. **15c**

K IVY PLAID. Gray ivy in wine colored pots and yellow plaid on a white background. Smart and inviting.

53 C 0815Y Single roll **\$2.65**
53 C 02815Y—2 1/4-in. border. Yd. **15c**

L IVY PLAID. Gray plaid with bright red flower pots and twining green ivy on white.

53 C 0817Y Single roll **\$2.65**
53 C 02817Y—2 1/4-in. border. Yd. **15c**

M Harmony House light Pacific blue American tile. Dull finish.

53 C 0867Y Single roll **\$2.65**
53 C 02867Y—2 1/4-in. border. Yd. **15c**

N Harmony House Dawn gray American tile. Dull finish.

53 C 0868Y Single roll **\$2.65**
53 C 02803Y—2 1/4-in. border. Yd. **15c**

P Harmony House Mint green American tile. Dull finish.

53 C 0869Y Single roll **\$2.65**
53 C 02828Y—2 1/4-in. border. Yd. **15c**

R SNOWFLAKE. Sparkling silver color snowflakes on a Harmony House Sunshine yellow background. Alive with color for your walls, ceilings.

53 C 0859Y Single roll **\$2.65**
53 C 02826Y—2 1/4-in. border. Yd. **15c**

S SNOWFLAKE. Same pattern as above but with cool refreshing Harmony House light Pacific blue background.

53 C 0860Y Single roll **\$2.65**
53 C 02867Y—2 1/4-in. border. Yd. **15c**

T SNOWFLAKE. Warm, Harmony House Cherry pink background.

53 C 0862Y Single roll **\$2.65**
53 C 02870Y—2 1/4-in. border. Yd. **15c**

U PENNSYLVANIA DUTCH. Red, yellow, blue and green floral design on white ground. A cheerful combination for a living-kitchen.

53 C 0818Y Single roll **\$2.65**
53 C 02818Y—2 1/4-in. border. Yd. **15c**

V COUNTRYSIDE. A typical country scene with rolling hills, country lanes, apple orchards, barns, houses and figures in brown, red, gray and white on a Harmony House Sage green ground.

53 C 0805Y Single roll **\$2.85**
53 C 02828Y—2 1/4-in. border. Yd. **15c**

53 C 806Y. Same as above. Different colors. White background with red, gray, brown and green. Single roll . . . **\$2.85**

53 C 02809Y—2 1/4-in. border. Yd. **15c**

W VILLAGE DANCERS. Pert, saucy figures on plates with twining vine and hanging cups in yellow, gray, red and green on a white ground. Light, warm colors in an entrancing gay pattern that will brighten your room.

53 C 0809Y Single roll **\$2.65**
53 C 02809Y—2 1/4-in. border. Yd. **15c**

Plain Colors for Sidewalls, Ceiling

X Harmony House Pacific blue. Embossed.

53 C 0880Y Single roll **\$2.29**
53 C 02867Y—2 1/4-in. border. Yd. **15c**

Y Harmony House Dawn gray. Embossed.

53 C 0881Y Single roll **\$2.29**
53 C 02803Y—2 1/4-in. border. Yd. **15c**

Z Harmony House Mint green. Embossed.

53 C 0882Y Single roll **\$2.29**
53 C 02828Y—2 1/4-in. border. Yd. **15c**

AA White. Dull finish.

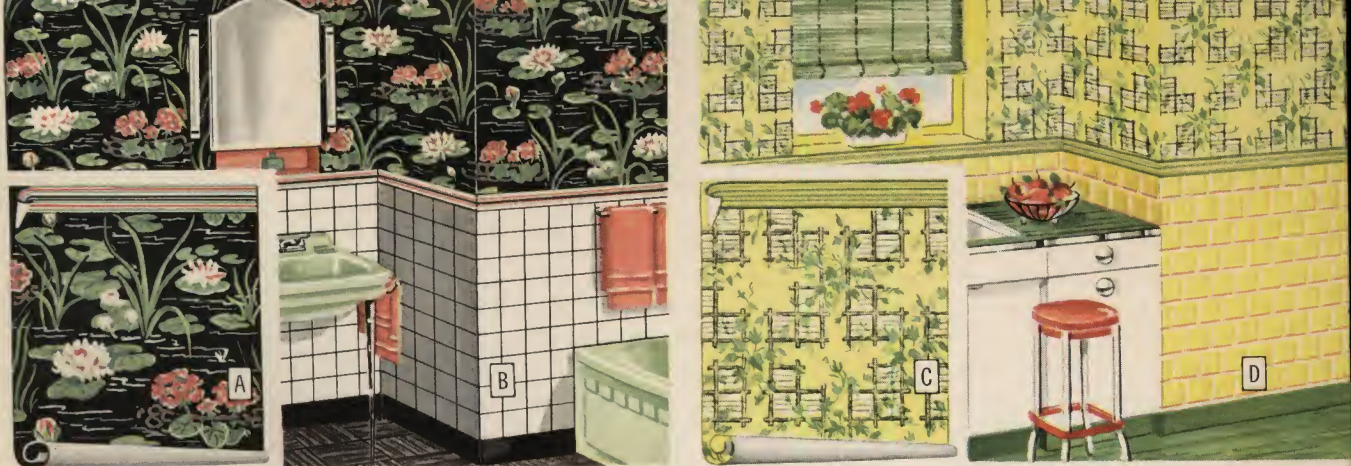
53 C 0885Y Single roll **\$2.29**
White. Glazed finish.

53 C 0887Y Single roll **\$2.29**

BB Harmony House Sunshine yellow. Embossed.

53 C 0886Y Single roll **\$2.29**
53 C 02870Y—2 1/4-in. border. Yd. **15c**

For Tools, Paste and Size for Hanging Wall Oilcloth see Pages 71 to 73.

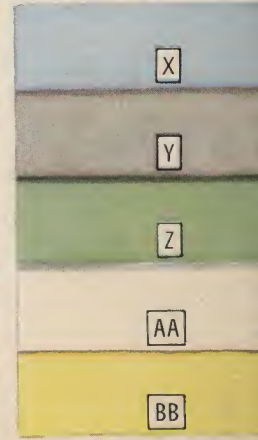


Pre-Trimmed Wall Oilcloth

Guaranteed Greaseproof..Scrubable Four Times a Year for 5 Years



Both edges Pre-Trimmed. Illustrations shown on this page represent full 24-inch pattern. See facing page for prices, descriptions



Added Service Awaits You in Each of

Sears Mail Order Wallpaper Centers

Located in Catalog Sales Offices and at Catalog Desks of Sears Retail Stores



Here's a smart collection of Sears Wallpaper Samples. Each one is carefully designed and selected to make your home decorating more beautiful, easier and as inexpensive as possible. For wider selections see the big Wallpaper Counter Books in your nearest Sears Mail Order Wallpaper Center. No matter where you live you'll find one close by; you'll find expert advice on colors, patterns and quality of papers. The next time you redecorate, remember Sears guarantees your complete satisfaction.

